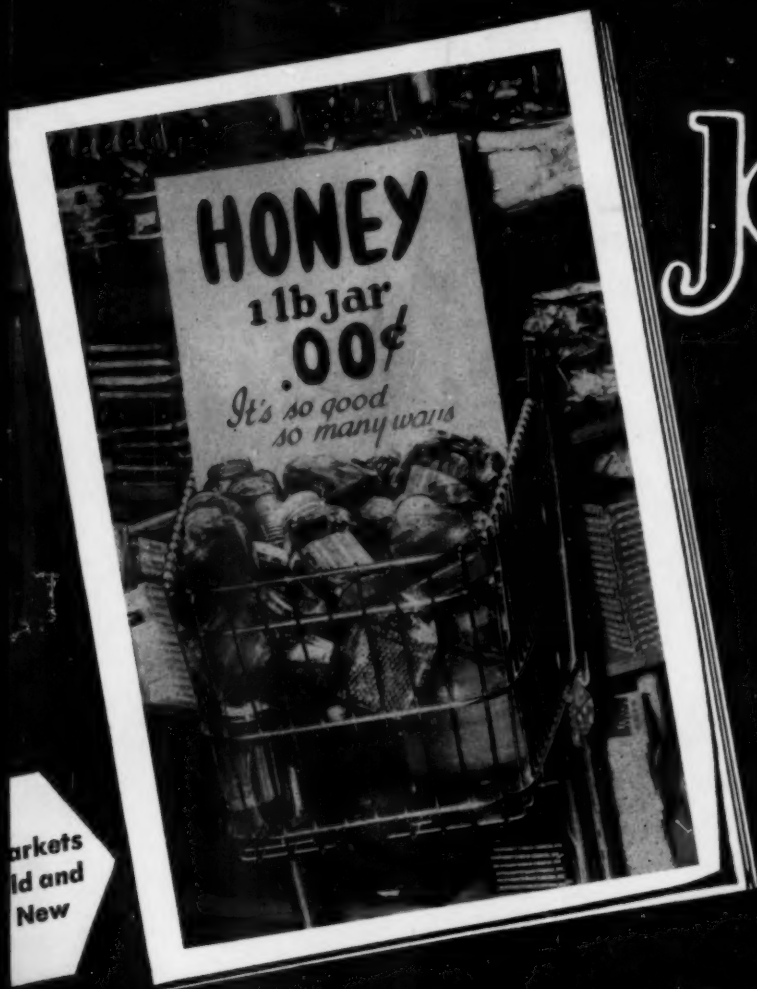


AMERICAN Bee Journal



Markets
Old and
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VOLUME 100

JULY 1960

NUMBER 7

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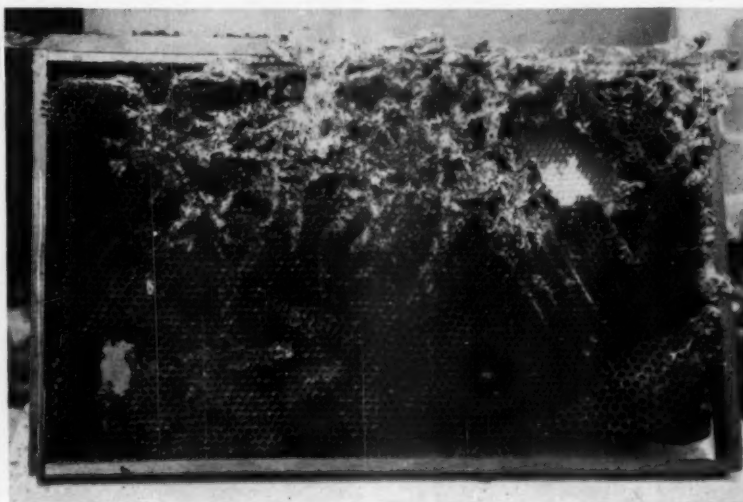
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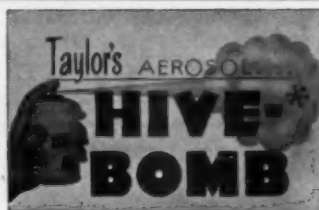
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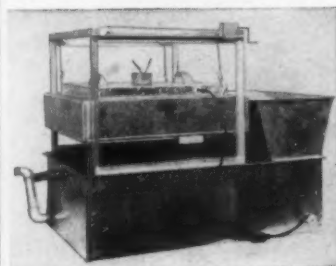
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Honey Markets, Old and New

THE CHANGES IN HONEY MARKETING

From The Peddler To The Supermarket

by MARVIN W. WEBSTER

Agricultural Marketing Service
United States Department of Agriculture

Marvin Webster is in the Specialty Crops Branch of the Fruit and Vegetable Division, Agricultural Marketing Service of the United States Department of Agriculture. He is a graduate of the Ontario Agricultural College at Guelph. Formerly he was the manager of the Finger Lakes Cooperative in New York and export manager for Sioux Honey Association.



Today, as we look back into the field of honey marketing, we find that many changes have occurred which have affected the market structure for honey. These changes have taken place in the production, packaging, merchandising, advertising, displaying, promoting, selling and distributing phases. Surprisingly enough, these changes have not been as drastic in honey marketing as in the marketing of many other agricultural commodities, but instead, have occurred gradually and even today when we look at the change in the marketing "From Peddler to Supermarket," we find many of the practices formerly in use are still very effective in helping to market our present supply of honey.

Honey marketing during the 19th century was characterized as being the period when the producer depended largely upon his own family's labor to perform all the operations of producing and selling the honey crop. In today's terminology, we would say the producer was then highly integrated. In selling the honey crop which was mostly comb honey, the producer loaded on carts or wagons

his season's production and took it to his or the nearest village to trade or sell. Usually, the producer was accompanied by one or more members of his family who helped with distributing the honey or cared for the team of horses while he acquired customers for his product. In addition, producers also sold honey to individual customers who visited their honey houses.

The honey, usually comb honey, was in boxes ranging from 5 to 20 pounds, and sometimes, even larger, was used as barter for anything his family could use in the line of cloth, shoes and groceries. Under this method of marketing, the producer had no set price, but instead he bargained for his family needs.

This picture began to change soon after the turn of the century, as the population increased, towns and cities became larger, and new farming lands were developed. Honey was still "peddled out," but producers found other outlets through grocery stores or what were classed as "general stores," and farmers' markets. The honey was sold to storekeepers in lots made up of different sized containers

at various prices. The price depended largely upon the condition of the honey, its cleanness, whether or not it was carefully prepared and in a container which required little work for the storekeeper to put it into a salable condition. It was during this period that the use of one-pound section comb honey began to increase, and also extracted honey became more popular with consumers.

The volume of honey marketed during this period was, of course, smaller than it is today. Even though we do not have any official production figures, it is estimated only about 80 to 100 million pounds were marketed. Much of this supply was comb honey that was sold during the fall months as stocks were seldom kept throughout the year. These sales covered only a relatively small area with most of the honey being disposed of through the producer's effort.

As honey production increased, the producer found he could no longer perform all the necessary marketing functions to dispose of all his supply. This created the need for middlemen, known today as packers, dealers, or assemblers, to form the link between

the producer and the retailer or the consumer. Their duties involved handling, assembling and performing all the other operations necessary to make the product available to retailers and consumers. As a result of the many steps involved in getting the product to its destination, the services of the wholesaler were then used to form the link between the packer and the retailer.

The wholesaler serves as a supply storage and distribution center in which certain operations are performed to get the product into the retail channels of trade. In doing this, trained salesmen and delivery personnel are employed to promote, sell and deliver the product. Thus, we see some of the marketing activities developed through the years as the production of honey increased which required more steps in marketing in order to provide the ultimate consumers with a year-round supply of honey.

It was during this period that peddling began to branch out, packaging honey, preparing it and developing retail store and consumer honey selling routes. This was really the first attempt at providing honey for market on a year-round basis. Several of the larger packers operating today had their start as peddlers in the early part of the century.

The use of this marketing system was still in the development stages during the early 1900s. But as both new and old plants became equipped to process and package extracted honey and had access to other marketing facilities, this marketing system was put to more use. This marked a gradual change from marketing honey in the comb form to the extracted form. In doing this, more attention was directed to the problem of price, grade, quality and standardization of retail package. These problems plus emphasis on cooperatives, educational work, production costs and other related problems highlighted the activities on honey up to World War II.

During World War II and immediately following, the honey industry enjoyed a lucrative market, one in which the demand far exceeded the supply. In this period, many producers and packers gave little thought to the quality and grade or package of honey that was offered for sale. To them, honey was honey and there was a ready market for all they could obtain, pack and distribute.

This period was marked as one in which there was very little progress made towards developing a desirable



Honey and grapefruit tie-in display in Lee Boulevard (Williston) Va. store of Food Fair Super Markets. Photo from PMA, of U.S.D.A.



Display in the Master Super Market, Kensington, Maryland. PMA photo U.S.D.A.

marketing program with which to cope with the situation that developed after the bonanza of the early and middle forties. As the demand for honey decreased, the industry found itself with a large volume of honey available for market with no marketing program to put into action. This, of course, resulted into a very de-

pressed market, and under such conditions, it was difficult for the industry, unorganized as it was, to pull itself up by its own boot straps. Thus, as a result, various types of Governmental programs were introduced to assist the industry to readjust and regain its position in the market place.



Comb honey display set up by the Killions, Paris, Illinois. Photo by Killion Photo Service.

The adjustments necessary to cope with this situation may not have been as difficult if the pattern of distribution and merchandising had been the same as that which prevailed prior to World War II. However, like many other industries, the honey industry was faced with many transitions that were taking place in grocery retailing and distribution. Among these changes was the increase in volume of business being conducted by the increasing number of supermarkets and chainstore operations. The establishment of retail store operations in the growing urban areas located throughout the United States, particularly in the rapidly developing areas of the Far West, increased the opportunity for a potential increase in honey sales. Yet, despite this terrific expansion in grocery retail outlets, many stores did not stock honey on a year-round basis to take advantage of the potential sales.

In the last few years, this change and trend toward more and larger retail food outlets in the form of supermarkets, superettes and chain stores has continued. As the retail firms seek to improve their relative position in the retailing segment of food industry, they have become larger either through expanding their own facilities or through consolidation. Also, to assure themselves of a source of supply, many firms have branched out to own or provide measures to control the sources of supply. Thus, we have seen the growth of two processes, commonly referred to as horizontal and vertical integration which have had an impact upon the market structure for agricultural commodities.

At this time, we may ask ourselves just what do and what will these changes and trends mean in the future for honey marketing. First, we must recognize that food distribution is continually changing and is competitive

and dynamic. This is depicted in the increase in the number of supermarkets, superettes and chain stores. For example, in 1958, it was estimated that 32 percent of the retail grocery stores handled 92 percent of the retail grocery business and the remaining 68 percent of the stores accounted for only 8 percent of the business. The growth in both the number and size of the chains, superettes and supermarkets have changed the buying pattern considerably. The larger chains and supermarkets now obtain their supplies either from their own central purchasing organization or from packers, dealers or wholesalers who can furnish them with a dependable supply of a sufficient amount of honey on a year-round basis. This means suppliers must be in a position to provide buyers with a supply of honey, packed in a suitable and attractive package that will appeal to consumers and be of a quality to encourage repeat sales.



The only place for comb honey is on the table and how it graces the breakfast setting! From "Honey in the Comb," Killion's book on comb honey production. Photo by Killion Photo Service.

This means, in the future, we can expect that more and more honey will be sold to the major marketing organizations by packers who are in a position to meet their expanding needs. Most of this will perhaps be done through specification buying which involves the buyer stating the amount he will take at a given price. Many of you are familiar with this method of transacting business, but you will probably come into contact with it more in years to come.

Another problem which is becoming more prevalent is the increased number of items being handled by retail grocery stores. As a result, the competition for shelf space is becoming

ing keener, causing grocers to continually review the returns from the articles sold, and allocating shelf space accordingly. This means it is going to be difficult to maintain shelf space for items, especially those classed as "specialty crop items" and not staples, as competition continues to intensify. For honey, it means more emphasis will be needed on displays and attractive measures to encourage sales to maintain shelf space. Also, it may be worth noting that the average amount of shelf space allotted to honey varies, of course, from store to store, but generally the amount of space allotted on grocery store shelves in the states east of

the Mississippi is only about half of that allotted in grocery stores in the states west of the Mississippi.

The retail store work on honey is increasing in prominence in the East, but it is not being conducted as much as in grocery stores of the West, particularly on the West Coast. This retail work is costly for the packer and distributor but it has been very successful in keeping honey moving. In conjunction with this retail store work, several packers are providing sales racks and shelf lights to encourage honey sales. The sales racks are placed at the end of a gondola and

(Please turn the page)

the shelf lights are installed behind the honey on regular shelves to attract the consumers' attention. This type of service work is specialized, and as competition for shelf space continues the demand for this type of merchandising will probably increase.

These and other changes in the market organization of today have separated the producer and buyer even further. This does and will continue to make it increasingly difficult for producers to directly participate in retail promotional activity in the larger retail grocery outlets. However,

producer-peddlers are still in a position to be active in roadside stand and the mail order business to promote honey selling.

In today's market, the packer, wholesaler or dealer is called upon to assume the responsibility of providing the seller with an attractive product of acceptable quality, skillfully advertised and promoted. Since honey, to most people, is an impulse item, the attractiveness of the package and label are imperative in promoting sales in today's market. Also, services the honey industry renders to the retail outlets with which they

are conducting business are important in developing and maintaining a good relationship essential for a large volume of business. Price and supply are always important in marketing; hence, a reliable supply should be provided and maintained at a realistic price level.

In the last century, the honey industry has moved forward in marketing from the peddler to the super-market. It has advanced, in many ways, but we may ask ourselves, have our efforts kept pace with the rapid changes in the market organization as they exist today?

FROM DOOR KNOCKING TO ROUTE SELLING

by G. H. CALE

My grandfather was a market gardener in New England. One of his specialties was melons. When melons were ripe he would drive his horse and wagon up and down one residence street after another calling "Mel-o-n-s, Mel-o-n-s, Ripe Mel-o-n-s."

Most of us can remember when wagon selling was common. Milk was delivered at the door and lifted from the 5-gallon milk can in a container with a long handle and poured into the housewife's pitcher. The butcher hung scales on his wagon, iced the meat and cut to suit right at the back door. Fish were handled the same way. Bakers took orders and delivered directly to the housewife. All stores delivered telephone orders over the entire city. I used to be one of a crew of delivery boys who did this. In those days these stores were considered to be "super markets."

My stepfather, Fred Dewey, in Westfield, Massachusetts and his brother, Elmer, in the Massachusetts hills, were both beekeepers. Honey was exchanged for supplies at the stores, for gasoline at the station, for all manner of things. Although they were beekeepers, the amount of honey being sold was more conveniently handled this way and it was of more actual value in exchanges than in sales for cash.

Perhaps the next step in honey

selling was door knocking. In those days the honey salesman was a friend. We knew him and called him by his first name, asked about his family, bought his honey, on a seasonal basis. We didn't expect him there until late summer or fall and then put in what honey we felt we would be able to eat during the winter. Again, this was because the quantity of honey was small and beekeeping on this basis was a cash sideline.

In one experience in selling, I worked for J. B. Merwin in the Catskill Mountains and we sold honey at the county or regional fairs. Mr. Merwin would deliver his 5 and 10 pound pails of honey to me and the honey was stored in a tent on the fairgrounds and sold over the counter. Most of the farmers wanted it granulated and even in those days we could easily get \$2.00 for a 10-pound pail. This was up in quantity selling. Tons of honey were disposed of this way with no other particular market. In the Catskills with heavy summer populations and tourists, it was also easy to dispose of honey direct to the trade. Nothing like a retail market was necessary.

As commercial beekeeping increased the volume of honey for sale, many changes took place. Both Marvin and John have told about the problems of the super market. They are problems



little understood by individual beekeepers unless they get into volume selling.

My first venture in super market honey selling came about more or less by casual inquiry. I was in a larger super market in a town of about 25,000 just looking around to see what I could see about marketing methods. A bread salesman was kneeling on the floor filling shelf spaces with bread so I asked him just what his method of selling was. It was relatively simple. This shelf space was considered by the store to be his space, to be kept filled by him every day and if it was necessary, to take out out-dated bread, he would do so. Then he would collect his pay for

the bread directly at the cashier's desk without question.

It seemed simple so I thought I would try it with honey and believe it or not, it worked. The space for the honey was mine if I would do the same as the bread salesman did. I had to be responsible for quantity, for sales efforts, for service. It really worked.

I remember selling honey in Keokuk, Iowa, across the river from where the American Bee Journal is printed at Hamilton, Illinois. Someone said in November no more honey could be sold in the town of Keokuk because all the stores were supplied. I stuck my neck out and said that I would guarantee the sale of at least three or four tons of honey before Thanksgiving in these very stores. Oh, I was a brash young fellow then!

The plan of operation to carry out this "daring" proposal was to organize a crew of salesmen and to visit every available home in the town and take orders as you would take orders for groceries and then to deliver the collected orders to the individual stores on a cash and take-out basis. The date of take out was March 1st. I remember we took 3 pails out of one store and delivered it for cash down the same street three doors away.

The salesmen would collect at a given restaurant at noon and compare notes and then go ahead taking orders again until three or four days later when we had just about covered the better parts of the city.

Some of the stores didn't like it because we had taken orders from their customers. But when they saw the amounts they agreed to take the honey provided we would help them move the honey they had already bought. This was not too difficult. With sales effort we moved all the honey except the 3 pails mentioned above. The total sold was 5 tons, in a 3 months' period. We agreed to keep their shelves stocked just as the bread man did, collect at the counter, etc. They liked this so much that when they learned that this was only a test market effort, they were rather sore about it because they wanted us to do it every year. I do not think it would be difficult to make a living on this basis if the volume of honey was sufficiently great.

Another effort that has always appealed to me and with which I have had some experience is what is often called the commercial route. The beekeeper distributes his own honey in retail packages to storekeepers over a given area making himself re-



One of the best of roadside stands by P. E. Heath. Also sells gas and oil, auto service, soft drinks and other goods.

sponsible for repeated route visits, packages, service, advertising, and whatever it takes to build up volume year after year.

However, none of this gets right down to the present day super market. In many of them the local producer is welcome for an item like honey and such outlets are good for volume provided the honey is well packed, serviced right, advertised right, and handled according to the demands of super market technique. However, it is often necessary to go through buyers who service a given area for a super market chain. That's a little different. You have to know your selling from one end to the other and you have to conform with all the requisites mentioned in the articles by Webster and Buss. However, this kind of marketing should not be formidable if you learn just what to do, how to gain entre and are a real service salesman.

On the other hand the objection I have to central warehouse selling is that the service end of honey distribution to the stores cannot be developed as it should. I would much prefer selling under the permission of the area office through a store chain (and this is quite possible) than I would to furnish the honey in volume for redistribution out of the area warehouse, just because it is so much easier to get volume with good sales efforts in the individual stores. Well-known brands of honey can be found in most super markets. I have been told that since this is so it is

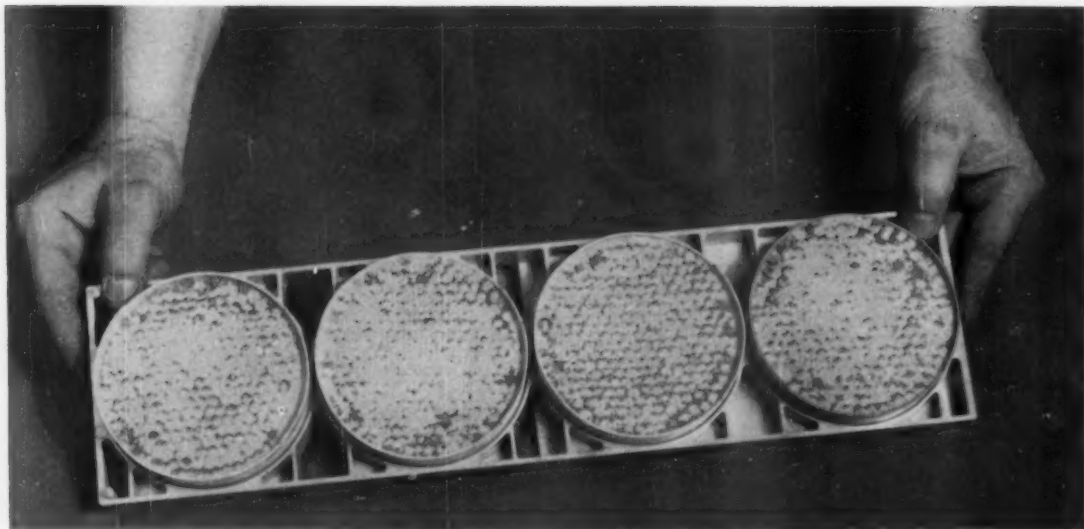


Phil Townsend, at Lebanon, New Hampshire, with his tree stand. Many similar displays dispense the honey on a serve yourself, pay as you buy, basis.

next to impossible to get locally packed honey on the same shelves. This is not true. It takes effort to get into competition but I have done it so many times I am almost certain that a good local salesman can get into almost any super market if he knows how to go about it.

And what about the independents, particularly in the small towns? Most

(Turn the page, please)



An innovation in comb honey production, Cobana round plastic sections that sell at a top price.

of them are beyond the super market definition and business is still obtainable. The roadside stand is in the same classification. A good roadside route salesman can move a lot of honey, particularly if it is in the right kind of a package and is backed by the right kind of service.

Mail selling hasn't been mentioned. I know of two or three beekeepers who sell honey by mail and do a volume business of one, two and some-

times three carloads of honey. Some special roadside stores like the Stuckey chain do a volume business in honey.

As I see it, honey is a special product which, although it has to conform to the pattern demanded in regular lines of food, stands in a field by itself because honey has always been a food readily acceptable to the consumer and yet not lined up with a loaf of bread or with a pound of

meat.

And that leads to the final remark that honey is also a food product which is complementary to other food products. For instance, honey complements fruits; honey complements baked goods; honey lends itself to special occasions and specialty foods; honey can always be sold when it sells something else. This is a point which should be more often remembered.

Marketing Efforts

C. D. Floyd, chairman of the Marketing Committee of the American Beekeeping Federation, is urging all associations to join in an all out effort to assist in a marketing campaign which should start at the local and state level and be combined at the National level in order to be most efficient.

At their next meeting associations should appoint live and active committees to combine in their efforts to appoint an active state committee which could not only carry out its work but unite with other committees on the regional and national level, to set up an Interstate Marketing Council.

Floyd considers our marketing problem as one of the most vital in the beekeeping industry. We agree that he is right in his assumption that such efforts must work down through the local committees, the state levels and finally regional and national get-together meetings to discuss and lay plans for the efforts to

be made for the ensuing year.

We urge members of associations to give this matter the most urgent consideration and to contact Mr. Floyd for further particulars on what can be accomplished even now to further the marketing picture. The plan is already in operation in Minnesota through the efforts of Mr. Floyd and particularly with the instigation of efforts by Mr. Glen McCoy, who, though only a comparatively small beekeeper, has given much time to the fruition of the plan through the help of his cohorts and of Mr. Floyd.

We suggest writing to C. D. Floyd, 312 Coffey Hall, Univ. of Minn. St. Paul, Minn.

Michigan Capitalizes On Their Honey Queen

One often wonders, aside from the social pleasure of honey queens and honey queen contests, whether they are quite worth the effort and expense.

In Michigan, however, they think

differently. Their 1960 queen, Kay Seidelman, elected last fall and coming out second to Tennessee in the National contest, has been put to work in a real way for the beekeepers.

She was included in the Department of Agriculture "Michigan Week Tour" May 12 to 21. She also appeared on the following T.V.s during May:—

NBC—"It could be you"

NBC—"Truth or consequences"

ABC—"About Faces"

Radio WSM "Grand old Opry"

She also appeared at Detroit to present gifts of honey to the managers of the two ball teams at Briggs Stadium; then on to Chicago to be a guest on National Farm and Home Hour; thence by air to Tucson, to be the guest of Michigan Society of Tucson, with a short stay at the Hollywood Roosevelt Hotel in California before returning home.

Included in the group in Michigan Week besides Kay Seidelman, were also the Michigan apple queen, the cherry queen and the bean queen.



TODAY'S NEW MARKET

by JOHN D. BUSS

Marketing Editor

Buss is the manager of a Benner Chain Store in Hamilton, Ill. His Buss Report, previously published in ABJ, established a sound basis for modern merchandising of honey.

This article shows the possibilities and the pitfalls of today's market. In a series of quotations and excerpts it presents to you as producers and packers, the possibilities from the retail aspect. The following article will quote many prominent persons. It is hoped that some new honey products will be derived from this article.

To get a thorough perspective of new products the Buss Report previously published in this magazine should be reviewed to get an accurate background of honey's niche in the world of the supermarket. There you will find the vital statistics showing the need and demand of honey, which is the primary factor in determining a new product.

To continue:—According to Paul Willis, president of the Grocery Manufacturers Assn., between 30 and 40% of grocery manufacturers' current sales originate from products that did not exist 10 years ago.

"If we continue at the present pace, 10 years from now more than 50% of grocery product sales will come from products non-existent today," he declared.

Food Topics magazine states—Conservative estimates by several industry statisticians are for a 50% increase in food sales by 1970 with the total figure scaling the \$120 billion mark. Some 30% of that impressive total are slated to be spent on foods that are non-existent today, they add, just as one-third of the current food bill is spent on items not in existence a decade ago.

Executives state—General Foods found that the sales of new products

added in the last 10 years increased by 24.5% in fiscal '59 over the preceding year.

Procter & Gamble reports that 70% of current sales are accounted for by products created since World War II and that 30% come from products which have been improved since that time.

California Packing estimates that products added since the end of the war ring up between 15 and 20% of total sales.

As is the case in any industry which surges ahead in seven-league-boot strides, there are problems—problems arising out of a needless duplication of items, "new" products which are not at all new but merely variations in package or container design, or product variations in size or shape. Such products instead of creating new demand simply result in division of market among existing brands. Too often when manufacturers talk about new products, they are merely referring to a better or a cheaper version of something already on the market.

Again, new products bind the retailer in a tedious task of replacement. Restricted in room, he simply lops off the poorest selling item in the product group involved and substitutes the new product.

As new products move inexorably to market and as the overall size of the store tends to stabilize (most stores have tripled or quadrupled in size since the war but this progression does not figure to hold true in the next 15 years) the competition for comparatively diminished shelf

space will increase.

Moreover, the rate of failure will remain high. Peter Hilton, president of the New York advertising agency of Kastor, Hilton, Chesley, Clifford & Atherton—specialist in new products—in a study found that only 19% of new products succeeded.

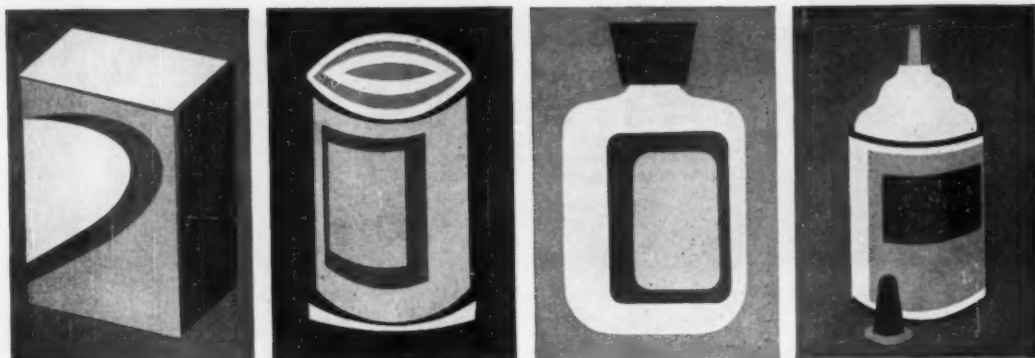
According to James P. McFarland, vice-president, General Mills, "The food industry is suffering considerable pains today" in the area of new products. "Ninety percent of all new products fail. Shelf space is increasingly hard to come by. It costs over a million dollars to establish an item nationally and we have almost arrived at the point where it is our genuine intention to make our own products obsolete before competition does it for us."

On a hundred different fronts, companies are burning the midnight oil on new products in their laboratories, while still other items are undergoing second checks in consultant test tubes, consumer panels or selected markets. Various estimates are made for the number of items that are finally brought to market after being hatched in the companies' research areas. Most companies, a check finds, offer only between 10 and 20% of the products they have labored over, and of this small number perhaps only 20% win acceptance by the nation's shoppers.

From this background of quotes and excerpts by several eminent people, the following observations and points are given:—"You will be looking for new ways of designing packages not only for preserving and merchandis-

(Turn the page, please)

WANTED



NEW PRODUCTS FOR: FAST TURNOVER AND HIGH PROFITS

This illustration from a widely read food merchandising magazine, gives the basis for what is wanted by the super markets.

ing your product, but also introducing savings in manufacture and distribution by radically new methods of automation."

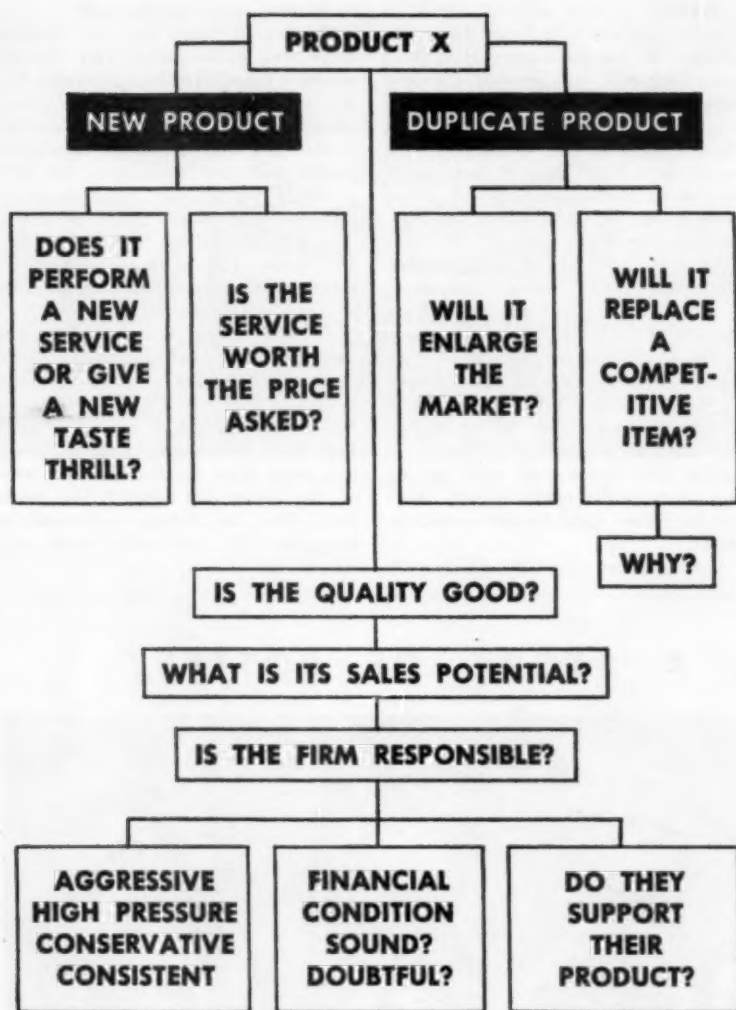
Thus, Mr. Stolk, president of American Can Co., offered another function, another obligation to the processors standing at the frontiers of the future. To their already difficult and imposing task of creating new products to satisfy new wants and upgrading tastes is the necessity of bringing into play additional resources for solving other problems.

In finding an answer to the difficulty as viewed by Mr. Stolk, the

manufacturers also have the golden opportunity of easing perhaps the most difficult and pressing of all store squeezes: the high cost of operations. Should they accomplish this end through new products and new packaging, they will have rendered perhaps their greatest service to an industry which already owes them much.

The executive posed a few more questions that should be uppermost in the minds of buyers. Are the directions on the retail package printed in type large enough to read without a magnifying glass? (It's amazing

how many products are being incorrectly used because important directions on the package are in such fine print they cannot be read.) How about TV—are the packages so designed that they show up well on the screen or is it a poor blend of hard-to-distinguish colors that will hurt sales? Where will the product find itself on the shelf—that is, will it be stacked horizontally or vertically? (Ideas on this point may look good in theory but store personnel often use their own judgment.) For speed in stacking, front and back panels can be alike, but never the same for top



Here is the product chart. Will your honey qualify?

and bottom. Contents are spilled too easily when the container is opened upside down.

Emphasis on Honest Advertising

Are shipping cases shaped so as to be suitable for palletizing and with "bold," all-around printing that can be easily read? Are different sizes of the same product of different colors or are there distinctive markings on their shipping containers?

"I cannot emphasize too much," he declared, "that successful new product introduction requires the very strongest advertising support. Personally, I want clean, honest, inviting advertising. I object to unfair claims made by manufacturers, either on their packages or through their advertising media, especially if these claims are

made with an intent to hurt or eliminate long-established competitors.

"Instinctively, I move toward those products which sell on the basis of their quality rather than what is claimed to be lacking in competitors' products."

A checklist has been prepared by Mr. Hilton, an acknowledged authority in this field, for the Small Business Administration as a guide for retailers and manufacturers in decisions about new products. These are the cardinal points the consumer will weigh before buying a new product:

- Is it less expensive than presently used, similar products?
- Will it save me time and effort and be easier to use?

- Is it better designed or packaged?
- Will it help me do something desirable which would be more difficult or even impossible to do without it?
- Is it of demonstrably better quality?

But there are here no hard and fast rules. Some products will sell at higher prices than existing items in the same general product group if they offer tangible benefits. Aerosols are a prime example, convenience and frozen foods another. Superior quality, too, is obtained often only with higher prices.

The retailer, too, is cognizant of basic elements he will look for in new products. Chief among them are:

- Will the new product bring me additional business without affecting present volume?
- Will it bring more profit than existing products in the same line and is its gross profit satisfactory?
- Does it have the promise of adequate repeat sales?
- Will it result in the sale or merchandising of related products?
- Will it draw new customers to my store and hold those I already have?
- Can the new product "ride" on the ad, merchandising and sales programs already in force for my presently established items or will I have to give special efforts to its promotion?
- Does it require additional personnel for merchandising and stocking?
- Does it fit into my overall sales pattern? (This question is particularly applicable to new products in the non-food category.)

In testing new products, retailers have accurate gauges if customers react in any of the following ways:

- "The price is too high."
- "I don't know how to use it."
- "Yes, it's a better product, but not worth the extra money."

Likewise, during the test period, operators sampling opinions obtained by *Food Topics* can make reliable decisions based on the following:

- Are there complaints—or returns—from customers?
- Is the field already crowded?
- Is its size or shape so that it is unsuited to display on shelf facilities?
- Can it be readily sold according to our self-service system or does it require demonstration?
- Who takes the risk in the new

(Please turn the page)

product's introduction and what are the terms of purchase?

• Who is the manufacturer and what's his reputation?

The rapidly expanding area of non-foods offers as many trials and tribulations, too. According to Don Wren, vice president of Towne-Oller Associates, which conducts research for health and beauty aids manufacturers, fully 80% of all new products in this category group prove duds.

Psychology in selling, a rising point of importance—Dr. Cyril C. Hermann and his assistant, John B. Stewart, marketing research experts with Arthur D. Little Inc., have evolved another theory to explain why one product sells and another—apparently equally good—flops. The individual buyer's personal, subjective thinking is what determines the fate of the product, they hold. Here's how they see it:

Whether a new product clicks or crashes depends to a large degree on whether or not its users regard it as something that will provide a needed boost to their own self-esteem. Hence, in order to succeed, a new food item should assure the housewife she would be a better cook if she bought it. The product should appeal to her even if she already thinks of herself as a top-notch cook.

New Methods of Handling Ordering—Like many other companies, Super-Valu, a giant chain in Vancouver, B.C., which owns 35 stores and has 50 independent retailer customers compiles two listings for new products: compulsory and optional. If doubt exists about the quality of the item, it is put in the optional group. Six stores run tests on all new products for approximately three months before final decisions are rendered.

Bernie Stein, Giant Food's grocery

operations head, pointed out:

"About 20 years ago our biggest store was 8,000 square feet. Today, we have some five times as large. But we still have comparatively small stores, so we have set up two listing books—one with a limited number of orders and one unlimited. All new products we feel are good go to all the stores, but those that are questionable get distribution only in the bigger stores. If these questionable items make the team, we then send them to the small units, too."

To sum up the previous quotes, as you have undoubtedly deduced—There is a great market but it's difficult to obtain. And yet, in my honey survey I made several years ago. (The Buss Report) I found the product honey had more sales possibilities than any of its companion competitive products. Yes, the hidden opportunities are there, find them and success will be yours.

FRANKOMA, A STORY OF POTTERY

When Tony Wells in May 1959 wrote about the "Little Brown Jug" he revealed an interest in packaging honey in pottery containers that has brought inquiries ever since. A store manager told Tony that he could not get two dollars for two pounds of honey even in this fancy ware. He was wrong. Supplying Mehan Valley Honey in these jugs to ten stores netted about \$200 a month in sales. Advertising the pack on six radio spots had to stop because the honey just could not be packed fast enough to fill orders. 1000 jugs were sold from six radio spots.

Now what is the story behind this pottery? Just to find out we went to Sapulpa, Oklahoma, to see John Frank and his wife, Grace Lee Frank, who established and operate Frankoma Pottery. Frankoma is a business of love, love for fine wares. The visit was so fascinating we stayed about a half a day with these folks who pour out friendship like water from the spout.

John Frank received his early art training from, Myrtle Merritt French of the Art Institute of Chicago and from Dr. Charles Binns of Alfred University, Alfred, New York, the same school that graduated Dr. Llyod Watson who perfected the instrumental technique for mating queens in genetical studies. About the same time Charles Harder, at Alfred, developed a series of low fire glazes that are



John and Grace Lee Frank, Frankoma Pottery, in Sapulpa, Oklahoma; two people with a vision who struggled to establish one of the finest of the pottery plants. Their pottery jugs have sold many tons of honey for wide-awake beekeepers.

the basis of the glazes that Frankoma now uses.

John originally went to the University of Oklahoma, where it was his task to explore the possibilities of using native materials in ceramics. When he started to teach ceramics

and art at the University, he quickly became inspired with the idea of making native red clay pottery, especially since the effect of the low fire glazes on this red body was outstandingly beautiful. It took from 1929 to 1933 before he was able to open a plant,



Frankoma Pottery plant at Sapulpa.



Jugs of honey used successfully by Wells Brothers Apiaries at Stillwater, Oklahoma.

and after four heartbreaking failures, the plant today is living proof of his triumph over adversity.

In the slack periods during the struggle to build up the plant, Mr. Frank continued teaching at the University of Oklahoma. It was there also that he met the one person in his life that has come to mean so much not only to Frankoma, but to him personally, his devoted wife. The business has actually been a partnership between the two since the first conception. Evidence of Mrs. Frank's influence in building up the business to what it is now is the extremely attractive showroom which is also used as sales headquarters for tourists. It is without doubt one of the finest of its kind in the country.

The selection and even the naming of the glaze colors used on Frankoma's earthenware was not done haphaz-

ardly. As a matter of fact, not a few years were necessary to develop the glaze colors to match what the Franks felt were a true representation of southwestern earthen hues. Prairie Green, Desert Gold, White Sand, Clay Blue and Terra Cotta Rose—these glaze names were not just figments of a ceramist's imagination. Each of these shades was actually matched with hues that are found anywhere in the southwest's mountains and prairies.

The use of pottery for honey finally interested John to the point where he began packing and distributing honey himself. Gradually, after the distribution of many tons of honey, the demands of the pottery business diminished the honey distribution to where it was given up. However, beekeepers like Tony Wells have learned of the exceptional value of these containers

in the distribution of fancy honey and without doubt more honey in pottery packs will be seen in the future in many markets.

Boost Folk Medicine

A beekeeper came in the other day and bought 5 copies of Dr. Jarvis' book "Folk Medicine." His idea was that it would be a good salesman for him if put into the hands of prospective honey users. And he did that advisedly, since he had reports of some who had been won over to some of Dr. Jarvis suggestions from satisfactory trials.

It is too bad that lack of acceptance of Jarvis statements have made it impossible to make full use of the Jarvis book. "Unproven statements," as the Food and Drug people call them, may result in the confiscation of honey packs and displays if such statements are used in direct combination with the honey offered for sale.

Yet many, even the larger packers, indicate that indirectly the value of this book has been of great help in making honey sales.

Though the American Bee Journal is selling this book as \$3.00 postpaid (Regular price \$2.95 at news stands), we are not approaching our readers on this basis, but rather on the basis that it is a good booster for honey when placed in the hands of the prospective customer.

Arsenic On Cotton

According to the May Texas News Letter, the Food and Drug Administration has prohibited the use of arsenic acid as a dessicant on cotton foliage. The danger to human and animal health has been demonstrated.

The use of all arsenical insecticides on foliage crops is not recommended and residues of arsenic on such crops will not be tolerated by the Food and Drug Administration.

Prominent French Beekeeper Dies

Albert Mathieu (81), commander of merit rating in agriculture, beekeeper and industrialist is dead. He has been prominent for many years for his writings on bee culture and his efforts for beekeeping progress.



The Sideline Producer

A PROFITABLE HOBBY

by WILLIAM A. STILLIONS

For twenty dollars I purchased my first hive of bees from an oldtime beekeeper, Mr. Robert Lee (now deceased) of Hyattsville, Maryland; and I was on my way to become a beekeeper. I had dreamed and planned of keeping bees for twenty years and at last I had my first colony. That was almost the beginning and the ending of my beekeeping career, for when the bees were being carried by Mr. Lee and myself into the yard, I tripped on a broken segment of concrete and almost dropped the hive. Fortunately I regained my footing and a tragedy was averted.

The paint was scarcely dry on my second hive when a call came from a friend that there was a huge swarm of bees just clustering on his hedge. Grabbing my bee equipment I set out to try to capture my first swarm. What a wild affair that turned out to be! The bees had just settled when I arrived out of breath. Instead of cutting off the one large branch on which they were clustered, I proceeded to pick the bees off by handfuls and place them gingerly in a

cardboard container I had brought for the swarm. When I had the box almost filled with bees, with plenty still flying around, I folded a sheet over the bees and took off for home. Bees were flying around in the car but they didn't bother me.

Upon arriving home a doubt arose in my mind as to whether or not I had the queen, so back I went to the hedge, where a small cluster of bees was still clinging to it. After filling another container with bees and folding another sheet over it, I had most of the bees from that swarm.

It was a hot day and I decided to put the bees in their new hive at once as I was worried for fear they might suffocate with the sheets over them. Every time I started to take off the sheets the bees would buzz loudly and some would fly out. Being a novice it didn't occur to me this was normal behavior. I finally had to wait until dark to get the bees into their new hive. Then instead of giving the boxes a sharp knock to dump the bees out quickly, I tried to gently shake them into the hive. The bees started to

walk up my arms and legs and I was being stung all over my body. For the second time I started to quit the bees right then and there. Finally I gave the box a sharp knock on the hive and I had hived my first swarm of bees.

Upon hearing that Maryland University at College Park, gave a short course in beekeeping, conducted by apiculturist, Dr. George Abrams, my wife, Dora, and I enrolled and proceeded to take the course. We learned the basic techniques of beekeeping and how to build our hives into two-body brood nest colonies for the spring honeyflow, which is roughly from May 15 to June 15 in this area. (We also learned to hive swarms and package bees in the right way!)

In 1958 we took 200 pounds of honey from one hive, and 60 pounds from four other hives. Our other six hives were new and we didn't take any surplus honey from them.

In five years of beekeeping we have never failed to get a crop of surplus honey. In 1954 the crop was small because of a drought, but even then



Spring feeding pays off in large, healthy colonies that are ready to go out to get a lot of nectar when the tulip poplar trees bloom. This one produced a crop of 150 pounds.



When a hive was placed beneath this cluster of bees they walked right in without much help from the beekeeper.

we took over 100 lbs. of honey from one hive.

One balmy morning in May of 1958, not having been able to work the hives because of the wet spring weather we were having, as I was going out to the barn to milk my goats, I noticed one of my hives was swarming. The swarm had already issued from the hive and thousands of bees were flying around the yard and other thousands were on the ground and all over the barn. There was a wheelbarrow standing in the yard, and because I had already caught several other swarms which had alighted there, I ran over and sure

enough there was my queen bee. It was the first time I ever found the queen when the bees were swarming. Of course, I was very pleased at finding the queen so readily and knew I would have no trouble getting that swarm of bees into a new hive.

Upon examining the hive from which the swarm had issued, I found five queen cells with queens just emerging or getting ready to emerge. I accidentally mashed one of the cells and lost that queen, but with the other four queens I started four nuclei with virgin queens by shaking sugar water over the two frames of bees in each new hive and over the

queens themselves.

The Fairfax County, Virginia, Fire Chief has my name and I get many interesting calls to remove bees, wasps and hornets from chimneys, eaves and various other parts of homes. Because of the press of time I turn down all but bee calls. I have been missing a good bet all this time when I just learned that the local newspaper wants pictures of beekeepers catching swarms of bees; however, in the future I will be glad to oblige them. Also, I had an interesting experience last spring when I got a call to get some bees out of a hollow

(Please turn the page)

Dora Stillions (right) hives a swarm the easy way. Bees are flying around as the weight of the huge swarm causes the slender sapling to bend.

Bottom left, by filling the cracks in this tree with mud and using an inverted household funnel for an exit, the bees were removed from the tree successfully.

Lower right, beekeepers may rent a hive or two for display purposes in connection with the sale of honey or royal jelly.
(All photos by Bill Stillions)



tree in Broyhill Park, Virginia. Another beekeeper had already been there and said "Nothing can be done with the bees except to kill them." To me it was a challenge that I couldn't pass up. In trying to smoke out the bees they had set the tree on fire, and then put water on the fire to extinguish it. The bees were not in too good a mood when I got there with my equipment, but as there was an appreciative audience, at a safe distance from the bees, the "ham" in me took over. The bees meanwhile were buzzing angrily around the smoldering tree which they had selected for their home. There was a small cluster on the outside of the tree and I picked them up, with my gloves on, and put them in front of the hive I had placed on the ground on a white sheet nearby. After smoking the bees which were flying in and out of the opening in the tree, I realized that I would never get them out unless I closed up the hole so they could get out but not in again.

I borrowed a small funnel from a housewife and placed it in an inverted position at the top of the hole. I made mud pies and proceeded to cement up the opening in the tree. I had to remove my gloves to make the mud, but the bees didn't bother me too much. I took a few stings but not many. The funnel worked grand; the bees came tumbling out when smoked, but they couldn't get back in, and soon there was a very large cluster

on the tree where I had first seen them.

About that time a local radio announcer, Bill Mayhew, joined the audience. Naturally I couldn't pass up a chance like that. I gave Mr. Mayhew a short course in beekeeping, filling him in on such facts as: there were about sixty thousand bees in the swarm, why they swarmed, and that my wife went out and captured swarms when I was at work.

By the time I had finished with the short course for Mr. Mayhew, there were quite a few bees clustered on the tree so I picked them off with my bare hands and, although I took a few stings I tried not show they were stinging my hands. Mr. Mayhew gave a real description of my performance on his radio program the next day, using such lines as "Mr. Stillions is the bravest man I know; he just walked up and picked off handfuls of bees as big as basketballs, with his bare hands and put them in the hive." Or "Mr. Stillions, instead of saying to his wife, 'Let's go to the movies' says 'Come on honey, let's go catch some bees!'" We enjoyed his comments very much. As we always say when anyone asks us about the bee business, "Making honey is a sweet business but you are bound to get stung sooner or later."

Due to the wet spring we had in 1958 the only early work I was able to do in the bee-yard was to feed the

bees and give them artificial pollen. The bees are fed by inverting a half gallon of sugar water, with sulfathiazine, over the hole in the inner cover, and by fast dexterous movements, this can be done without smoke or protective clothing. Just pop on another hive body over the jar and put on the outer cover. Very few bees fly out in the cold air.

We start feeding in this locality early in February, as it always stimulates the bees and by honeyflow time the colonies are very strong and ready to sally forth in the beautiful sunshine and gather a fine crop of golden nectar for us.

Our apiary now consists of 12 colonies, four of which were new ones established in 1959 from swarms which we captured. We were only able to rob 7 hives last season (1959) and from these we produced almost 500 pounds of extracted honey. The local source of nectar is predominantly tulip poplar and clover, which makes for a delicious blend of honey.

I rented an empty hive body to a friend last spring for display in a drug store window in connection with the sale of royal jelly.

As the freezing rain pours down and the howling wind blows, the bees are beginning to stir in their hives and soon will come another time when we are able to go out to the bee yard and work among our friends, the gentle bees.

Burke, Virginia

Colorado Figures

Nearly 5,500,000 bee colonies produced about 248,000,000 pounds of honey in Colorado during 1959, seven per cent less than 1958's crop but still well above average, according to the Agricultural Marketing Service.

Colorado honey production was down 36 per cent, the lowest since 1937, attributed in part to a dry year and in part to insect damage to plants which produce nectar.

The colonies produced an average of 45.6 pounds this year, compared to 49 pounds in 1958. The 1953-57 average is 42.7 pounds per colony.

Ernest W. Fair
Boulder, Colo.

An Indian Bee Book - First In Hindi

Safal Maunpalan (Successful Beekeeping) is the title of a 300 page book by Sri. B. S. Rawat B. and published by the Rawat Apiaries (Himalayas) Ranikhet, Dist. Almora, U.P. India.

Unfortunately we are unable to

read Hindi, but the book bears the unusual distinction of being the first book on beekeeping in Hindi. Containing 16 chapters and the first 100 pages of the book deal with life, behavior and habits of the honey bee. This is followed by beekeeping practices, and the third part is devoted to honey and beeswax. We are not apprised of the price of the volume, but we assume that \$3.00 sent to the publishers as above would be about the right amount.

The book contains the listing of some 210 Indian honey plants together with their botanical names.

It Pays to Advertise

Minnie King, of our A.B.J. staff, found a clipping about "the codfish lays 10,000 eggs, the homely hen lays one. The codfish never cackles to tell you what she's done."

So we proposed this change.
"The honeybee lays 10,000 eggs,
The homely hen lays one.
The honeybee never cackles

To tell you what she's done.
So we scorn the honeybee
While the humble hen we prize
Which only goes to show you
That it pays to advertise."

Bulgarian Book on Beekeeping

Luben Radoeff, Scientific Research Worker, Opitna Stanzia P.O. Pchelarsvo Lotia, P.K. 35, Bulgaria has just sent us a complimentary copy of his book on "Beekeeping" a 275 page book which we assume would sell at a price of about \$3.00. Any of our readers who are interested should order copies directly from the author.

For Colds

Boil 2 ounces of flaxseed in a quart of water, strain and add 2 ounces of rock candy, ½ pint of honey, juice of 3 lemons. Mix and let all boil well. Let cool and bottle. Dose, 1 cupful on going to bed, ½ cupful before meals, the hotter the better. Mrs. A. J. Armstrong, Pocatello, Idaho.



The Commercial Operator

How To Get A Stand Of Bird's-Foot Trefoil

by Eugene F. Dietz

1. Seeding in oats or spring wheat —This will work if the normal grain crop is thin in natural growth so abundant sun reaches the ground. If the grain is heavy, it may shade the trefoil too much and the seedlings will be weak and spindly. So, if you value the trefoil more than the grain, cut the oats or wheat for hay and get it off the field. Use a light seeding of the grain to begin with. Early varieties of oats are better.

2. Seeding in grain - wide spaced drill rows. - Cut off every other grain run and have the rows 12 to 14 inches apart. This gives more light to the seedlings of trefoil and they will make an excellent growth. Remove the threshed straw from the field soon.

3. Planting alone without a companion crop. - This gives the trefoil full sunlight and more moisture. However, weeds can take over and may do as much damage as the grain.

4. Spraying for broadleaf weed control. - Trefoil will stand a dose of 2-4-D 40% Amine not to exceed a pint to the acre. This will kill many broadleaf weeds like lamb's-quarters, pigweed, ragweed, smartweed, and others. Spraying for weed control can be used with the first three methods also.

5. Spraying for grass control. - Dalapon at the rate of 4 pounds per acre will control annual grasses such as foxtail and watergrass but it cannot be used with grain but it may be used in open seeding to control grasses which may grow vigorously on a field free of grain. 2-4-D and dalapon may be mixed together to control broadleaf weeds and grasses at the same time. Use ten to twenty gallons of water per acre.

6. If no sprayer is available, mow the open planted trefoil often to keep the weeds down. Mow the stubble after the grain is harvested to let in daylight down to the trefoil and remove grasses that come after the harvest.

7. Fertilizers, like 0-20-0 and 0-20-

20 help in getting trefoil started. If you are not sure of your soil test, then apply at least 300 pounds per acre. When using the grain drill with a fertilizer attachment, leave all the fertilizer runs open under method in paragraph "Seeding in grain." This gives the trefoil between the wide spaced rows a fertilizer band of its own.

8. Liming. - Trefoil is an acid tolerant legume. However, it makes a more rapid growth on soils that are not deficient in lime.

9. Soil preparation. - The more compact the soil at time of planting, the better the trefoil will grow. Avoid loose, fluffy seed bed. Use a land roller if soil is soft.

10. Depth of planting. - Seed as shallow as possible and still get coverage. Many seeds are wasted by planting too deep. If soil is heavy a light dragging may be all that is needed. With sandy soils a roller seeder does the best work.

11. Quack grass. - Land badly infested with quack grass can grow good trefoil. Use method 3 and control with dalapon. This is the cheapest way. Trefoil grows as the quack dies. Repeated dosages of 2 or 3 pounds per acre of dalapon are better than one large dose. It takes two weeks after spraying to notice much effect but the grass stops growing at once. Quack grass land need not be plowed before planting trefoil. Several cultivations with field cultivator or "quack-digger" will make a good seed bed and the spray will take care of later growth of quack. Trefoil on quack land is greatly benefited by the fertilizers suggested already.

12. Amount of seed per acre. - Five pounds of seed germinating 85% or better will give a full stand. Where germination is 65% increase the amount by 3 pounds. Hard seeds are included in the germination figure. Most of these will germinate as the season progresses, although some will remain dormant until next year.

13. Varieties of broadleaf trefoil. -

The broadleaf type (*Lotus corniculatus*) is generally planted in the Great Lakes region for hay and pasture. The one naturalized variety is Empire, a native of New York. It has the greatest cold resistance and the best durability under heavy grazing. Selections of European trefoil are Viking from New York; Mansefield from Vermont; Cascade from the West Coast.

The Empire variety goes through the season with only one blooming, while other varieties are apt to bloom during two periods, producing seed twice. The Empire is slower to start in spring but comes rapidly after the ground is warm. It is a better variety for planting in "wild" areas where trefoil will spread without any natural means. It is excellent for planting on newly graded roadsides using the hand broadcast seeder.

14. Inoculation. - Since trefoil is not native, seed must be inoculated at the time of planting. This is most important in getting a stand. Each species has its own inoculant. Broadleaf trefoil should be inoculated with Broadleaf bacteria. To plant trefoil without inoculant where it has never been grown is simply throwing seed away. Extra amounts of the inoculating powder should be made to stick to the seed, and this can be done by using milk instead of water as the liquid.

15. Judgment of stand in fall or spring. - Examination of the stand in the fall may indicate small plants. This may be so because conditions of growth in summer may not have been ideal—dry weather, crowding of weeds or grain crop, insect damage such as crickets, grasshoppers, cutworms. Or the inoculant may have failed to work properly. Examine some plants for evidence of nodulation. If there is a fairly uniform stand, then the field is worth saving. One of the characteristics of the Empire is to remain small during the competitive time of its seeding year;

(Please turn the page)

however, it has a strong will to live and will persist until it reaches normal size. Only rarely does it reach maximum size following the seedling year. Method 3 gives much greater assurance of a maximum crop the following year.

When spring comes, plants that were small in the fall may have almost disappeared. A harsh winter can dry up last year's stems and crowns, and may partially heave the plants out of the soil. The field may appear to be a failure. However, do not plow it up, give it time. If the crowns are destroyed, the root stocks will grow new ones. This takes several weeks but soon the field will be showing a new green shoot growth and then the plants will advance rapidly. Too many "failures" are simply failures of properly evaluating the field in the spring. Mature stands may show plants wide apart due to competition. Good vigorous stands may only show 15 or 20 per square yard but these thicken so by mid-July the crop is difficult to walk through.

16. Perpetuation of the stand. - Where used for pasture, blooming will occur and seed pods will shatter seed onto the ground. Some will soon germinate; the hard seeds will stay over winter and germinate next spring. A field of trefoil that goes to seed will be continually producing new seedling plants which eventually thicken the stand wherever old plants die or are destroyed. Where the field is to be used only for hay, few seed pods may form since the hay is usually cut in early bloom. So it is wise to give the field over to pasture for a year or two to let seed fall to the ground. Trefoil saved for the seed crop will disperse much seed. In fact, the problem is to get the seed in the bag and not on the ground.

17. Immunity to bloat. - Trefoil does not cause bloating in cattle or sheep. No one knows why. Alfalfa and ladino clover, as well as alsike and red clover often produce bloat. It seems probable that trefoil contains a substance that assists the ruminating animal in the proper functioning of the rumen.

18. Trefoil need not be seeded alone. - If you don't want a pure stand, trefoil may be seeded with companion legumes. It grows well with alfalfa and alsike clover but not with red clover. When seeding companion legumes, these must be reduced in quantity to leave room for the trefoil. Six or 7 pounds of alfalfa with 3 or 4 pounds of trefoil

gives a good mixture. On low ground, where alfalfa will not grow, or on land too acid for alfalfa, use 2 pounds of alsike and 4 or 5 pounds of trefoil. Under grazing the alfalfa will eventually disappear. The alsike lasts a year or two and disappears. Trefoil will remain dominant. Inoculation of trefoil is imperative when grown with a companion legume. 2-4-D cannot be used as a spray to kill weeds as it also kills alfalfa. However, the new 2-4-D-B can be used and may be on the market soon.

Where alfalfa is used for grazing or green chop, a content of trefoil may help to reduce bloat. This can only be learned by trial. Alfalfa and trefoil together have given higher yields than alfalfa alone.

19. Grasses with trefoil. - Timothy, brome, orchard grass, reed canary grass all do well with trefoil. However, orchard grass and reed canary should be used sparingly as they eventually develop immense crowns and may drive out the trefoil. Where quack is common, this is ample in a trefoil field and there may be times when this will have to be set back with dalapon. The grasses make early pasture in the spring and take the load off the trefoil when it is struggling to make headway. Where trefoil is used for silage, the grasses are very desirable. Reed canary and trefoil on low ground give promise of a great combination for soils too moist for alfalfa. Silage harvest of these two can be delayed until early haying is over. Canary grass in rows 5 feet apart may prove better than broadcast.

20. Seeding on untillable land. - The Empire trefoil is wild in New York. There is no reason why it cannot become so in other states with a like climate. Inoculated Empire seed broadcast while the ground is still frozen may give a start to this plant on hilly and rocky pasture lands. Some hilly pasture lands have become almost exhausted of phosphorus. The application of 0-20-0 or 0-20-20 in a broadcast before the broadcast seeding of trefoil should insure a better chance of this legume making a start. For broadcast purposes the drill type of fertilizer is better than powder. Such fertilizer applications greatly improve the quality of the native grass and are not as much a gamble.

21. Pasture renovation on tillable land. - A common practice in forage crop farming, generally using lime

and fertilizers, and planting alfalfa, brome, and ladino clover. It is suggested that inoculated Empire trefoil be included in the mix.

Honey Stops Growth of Bacteria

Taken from Tucson Daily Citizen
Honey has anti-bacterial power like penicillin, according to the report of two University of Arizona scientists. Their facts give support to an old folk cure which says honey is a great help in curing wounds and this goes way back in history.

Dr. William F. McCaughey, UA biochemist helped by Milton Smith, a graduate student, having been working on honey. They do not know whether honey actually kills the bacteria or simply stops them from growing.

When honey in agar jelly jars is inoculated with bacteria, the organisms cover the entire culture plate in about 15 hours but when dabs of honey were put on the agar plate with the bacteria, in a couple of days the bacteria were found to have spread over the plate except around the honey. The experimental honey came from different parts of the country and was based on different flower nectars. In strong doses all of the honey stopped all of the bacteria but in smaller doses some of the honeys (for example sweet clover and alfalfa) worked better than others against particular bacteria.

(from Minnie King from Tucson Daily Citizen)

Honey On Loan Cleaning Up

An April 19 report, of the Honey Price Support agency in U.S.D.A., reports that honey still on loan as of March 31 totaled 694,213 pounds, of which over a third had been redeemed at the time the report was issued. The agency inferred that all honey would be redeemed prior to redemption date of April 30.

Accompanying the report was a copy of 1960 CCC Price Support bulletin No. 1 of the Commodity Credit Corporation giving details of the 1960 Honey Price Support Program, packaging requirements, application regulations etc. We suggest that anyone interested write to the Honey Price Support Board of the Commodity Credit Corporation, U.S.D.A. at Washington, D.C. for a copy of this support bulletin.



Industry Happenings

Points To Consider In Preparing Extracted and Comb Honey for Exhibition

by C. D. Floyd, Supervisor

Section Apiary Division
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When a beekeeper plans to exhibit honey, there are a number of fundamental steps he should take so that his entries will receive favorable consideration by the judges. Be sure your exhibit qualifies. All honeys have different characteristics. The important characteristics for the showman to consider are those listed on the score sheet which the judge must keep in mind when he is picking a winner. In every show there are usually some

entries which are quickly culled from the competition. This culling may result simply because the exhibitor has not taken the time to carefully study the rules and to use the recommended size, shape and design of jar, so as to comply with the listing in the class. For example, when the premium list calls for a 16 ounce jar, it means exactly that. Twelve ounce jars and other off-sized containers will probably be culled from the competition.

When the definition calls for clear extracted honey, the judge may feel inclined to remove all samples which show any granulation even though the crystals are very small. Another major reason for having samples removed from competition is sticky jars. This may result from leaky covers on jars. A similar situation can result if the jars have been filled too full and have leaked because of heat expansion, having forced some of the honey out of the jar. If your exhibit gets by the above consideration, it is likely to receive more thorough consideration.



Industry Department Editor

Robert Banker
Cannon Falls
Minnesota

As this picture shows Bob is either brave or boastful. He says "Note, no veil. Yard is all Starline Hybrids." Anyway he is checking supers of comb honey for finish. He is not only a large commercial producer but also a packer and distributor. He was formerly Secretary of the American Beekeeping Federation.

Extracted Honey—In showing extracted honey, flavor is a major consideration. All samples are usually carefully screened for desirable flavors. I think on this point there is a wider difference between judges than on other points of quality. This is natural because no two people may enjoy identical flavors. However, your chances are just as good as those of any other exhibitors, providing the flavor is reasonably delicate and seems clearly distinctive in character.

Density is an important quality consideration. Heavy honey is usually very pleasing to the judge. The time tested plan of leaving a small air space in the jar so that the bubble will be small and move slowly is almost worn out, as most judges today are equipped with proper instruments to make specific gravity tests. Some judges make an effort to equalize the bubbles by bailing out test jars that
(Please turn the page)

are over-filled. The judge appreciates the showman that leaves a moderate bubble space and has his jars capped reasonably firm so that no leak occurs and yet, so that the cap may be removed without a special loosening device.

The clarity quality in honey is attained by a technique which is developed by experience. Every effort must be made from the beginning of extracting until the final bottle is closed to prevent the incorporation of air into the honey. Tiny air bubbles (froth) will cut your score down rather severely. With the exception of dust particles, air probably accounts for more murkiness in honey than any other one item. Clarity can be obtained in two or three ways by selecting the whitest combs for extracting when you are preparing exhibition honey. Plan to have at least three times the volume of the honey needed for your final sample. This will allow for proper settling and give you an opportunity of getting all of the air out of your sample before it is finally bottled for the show. One speck in the judge's sample may eliminate your entry. Good showmen usually prepare five or six lots of honey in order to have a choice of samples before selecting the entry for the show.

Glassware—Although it is not common practice to wash and dry jars for commercial bottling, it is wise to give your jars careful preparation before making up exhibition lots. In purchasing glass for exhibition purposes, insist on getting freshly manufactured jars. Glassware that is aged will be murky, and it will be almost impossible to get them clean and shiny. Eliminate any jars with flaws in the glass. Choose only those that you consider to be perfect. Wash them in mild detergent using a clean cloth or brush to loosen any dust particles from the jars. Rinse carefully in a hot rinse water and drain until dry. The edges of the bottles should be wiped with a cotton lint-free cloth to insure a complete freedom from drip. Check your jars for incomplete rinsing before filling. If your wash water has had too much detergent in it so the rinsing is ineffective, smears of detergent will be detectable on the sides of the jars. These jars should be either eliminated or completely rinsed once more, making certain that the smears are completely dislodged from the glass by rubbing with a rinse cloth. Care should be taken at all times in handling the jars in filling so as to grip

them by the bead on the neck of the jar where finger prints are not discernible. Clean cotton gloves will be found useful in preventing finger prints. After they have been properly filled and the caps placed on the jars, they should be allowed to settle for 36 to 48 hours to be sure there are no particles on the surface of the honey or in the content of the honey. These can be seen usually with the naked eye. If granulation particles can be seen, some showmen place the honey in bright sunlight and allow the temperature to reach 90° or 100° F. which helps clear the granules. The use of artificial heat if well controlled may be very beneficial in preparing a good sample. Recommendations as to the temperatures to use vary so greatly, it would be inadvisable to suggest figures. Honey that is heated over 150° may darken some samples and others may not be changed. In packing and grading honey to ship to a show, each jar should be individually wrapped in soft tissue paper. At the time of wrapping, if you have your exhibitor's number, it is well to place a small piece of tape with the number on it on the bottom of each jar. Your name and address of course, cannot appear. The wrapped jars should then be placed in a corrugated cardboard box with division separators between each jar. This should be sealed and your name and address should appear on the outside of the box clearly legible. The whole case then should be placed in another card board carton or wooden crate that allows at least 1" of space on all sides, top and bottom. The space should be filled with suitable packing material, such as excelsior or crumpled heavy Kraft paper to protect your inner carton when the shipment is sent by public transportation. It should then be carefully sealed and tied with heavy cord and properly labeled, "top side." It should be clearly marked even though you feel confident the transportation company may ignore your markings. If you are making your own delivery to a show or exhibition, use as much precaution as possible to avoid tipping the jars upside down. Each time the jar is tipped up and back, there is apt to create an air bubble in the honey.

Comb Honey—Comb honey for show purposes is no doubt a more difficult item for most people to prepare for the prize winning competition. Every effort in production from the folding of the section until it reaches the show calls for cleanliness. A show sec-

tion of honey must be free of all stains and finger markings. The capping should be complete from top to bottom and to the sides. Freedom from open cells should be one of your more important considerations. The judge is going to give favorable consideration to sections which show no dark or wet cappings, and of course, "travel stain" on the cappings will cut your score, and in some cases, may be one of the reasons for elimination from competition. The capping of the sections is very important, especially in stiff competition. Sections which are sealed so the cells are rather shallow, thin sections, will have to be almost cell perfect if they are to score higher than a well filled and fairly well sealed section. White color of the capping and comb perfection are usually determining factors. Flavor is one of the points of judging. However in comb honey, it does not command the importance that it does in liquid honey. Window packages for show honey are the safest type of wrap. They avoid handling damage so that when the judge receives your sections for study, they are more apt to be in the condition that you prepared them than those wrapped in cellophane wraps.

Marking—It is well to place your exhibitor's number both on the wooden section and on the wrapper in an insignificant place. Here again your name and address cannot appear.

The preparation of beeswax, cut comb honey, chunk honey, and candied honey all require special considerations in preparing for show purposes. Many of these things can be learned by attending your county, state and national fairs. Study the exhibits on display.

The primary object of a honey show is to provide a challenge for the beekeeper to produce and pack a superior product. The advertising gained both by this producer and the industry as a whole is immeasurable. Many of the beekeepers who have been awarded trophies in the National Honey Show since its inception a few years ago have increased their sales and improved their position in the industry, simply by showing some of the trophies and getting the newspaper publicity connected with this endeavor. If you become a winner, your important attainment is the technique and "know-how" that you develop in preparing your exhibits. When this is carried through to commercial operation, you immediately notice an improvement in marketing your product.

HONEY INDUSTRY COUNCIL REPORT

by MILLARD COGGSHALL

It is with a considerable amount of personal pride that I make this report to you as the first American Beekeeping Federation member to be chosen as chairman of the Honey Industry Council. A look at the names of those who have had this job before me—Alan Root, Bob Wilson, Roland Stone and Ken Bradshaw makes me a little scared to be in that big a league. However a look at the names of the other Council members makes me realize I have a chairman's dream. How can anyone go far wrong with members like John Root and M. G. Dadant of the Bee Industries Ass'n; Wendell Shore and Ken Bradshaw of the National Honey Packers and Dealers Ass'n; Leslie Little of the American Bee Breeders; and Lawrence Budge, Henry Hansen, and Charley Miller of the Federation? I can assure you that I have already handed out good stiff jobs to most of these men, and have plans for the rest. Vice Chairman Wendell Shore and Sec.-Treas. Leslie Little are in for an especially busy year.

The Honey Industry Council now has two main jobs. One is to represent the entire industry on matters affecting its welfare or the welfare of any one of the four groups listed above that support the Council. Previous

Council chairmen and the four industry groups have done much to build up the Council's position as the responsible spokesman for the industry, particularly with regard to our dealings with various government agencies.

The second main job of the Council is to operate the Check-Off Plan to secure money for honey promotion. I plan to devote the major part of my Council activity to building up sincere honey packer and producer participation in this Plan, so that we can get started doing some effective honey promotion before it's too late. We are going to have an all-out campaign to get every honey packer, every honey dealer, every honey marketing co-op, every producer-packer, and every producer using this Check-Off Plan this year. The package bee and queen producers have expressed their desire to participate in the Plan on a comparable basis of dollar sales volume. A series of letters will soon be going to the large scale honey packers, whose sincere support we must have, urging their use of the Check-Off Plan on an automatic basis. I will report to you in future issues of this magazine as to our progress in this and other matters.

for some ten months, and which I feel quite sure is not settled, may well have a bearing on the future legislation in Minnesota. We should keep in mind the fact that this type of publicity is read, not only by the beekeepers, but by the general public as well, and when the disparity between the funds spent on inspection and marketing service for the beekeeping industry and the small amount collected by our 5c Registration fee, our industry may well be called upon to provide a larger share of the cost and this develop into a fee that makes our present assessment look rather small.

It is my personal opinion that this case is not closed and I intend to pay my Registration fee and urge all Minnesota beekeepers to do the same. I believe it will be much less expense to us to comply with the law than to defy it.

Glass Color Standards for Extracted Honey

Previous official color standards for extd. honey were defined in the U. S. Dept. of Agr. grade standards in terms of 6 scale readings on the Pfund color grader. To provide a more convenient and economical method of official classification of color on the basis of the U. S. Standards for grades of extd. honey, 6 glass standards and simple color comparators were developed. The glasses were close chromaticity matches for caramel-glycerol solns. in 31.5-mm. thickness and were prepd. to give the required scale readings in terms of the primary standard wedge of the Pfund color grader. Provision is also made for comparing turbid honey samples. The "standard" caramel-glycerol solns. were shown to be spectrophotometrically similar to samples of clarified extd. honey and were characterized in terms of several one-dimensional color scales in use in the sugar industry. Complete specifications for the glass color standards and the caramel-glycerol solns. were presented in the CIE coordinate system. Color tolerances were established in National Bureau of Standards units of color difference, and a simple one wave length method of testing glasses was developed for the production of duplicate glasses.

B.A. Brice; A. Turner, Jr.; and J.W. White, Jr. Eastern Regional Research Lab, Philadelphia. Journal of the Association of Agricultural Chem., 1956 (From Dr.F.B. Wells).

MINNESOTA REGISTRATION LAW

F. Q. BUNCH

Secretary, Minnesota Beekeepers Association

The June issue of American Bee Journal carried an item on page 243 regarding the Minnesota Registration Law. In my humble opinion this item did not state all of the facts involved in this case. The poll referred to represents a small portion of the beekeepers of Minnesota and was NOT the only poll taken in this matter. The Minnesota Beekeepers Association conducted a poll on this same matter and obtained an entirely different result. The Registration Law was sponsored and approved by the organized beekeepers of Minnesota at a meeting in the Curtis Hotel, on December 5, 1953 and this meeting was called to order by the 1953 president, Mr. Melford Olson. It was at this meeting that our present Registration Law was discussed, voted up-

on, and approved by the Minnesota Beekeepers Association. Vote was by ballot and approximately 75% of the beekeepers voting favored the present 5c per colony fee, and some 20% favored a 10c fee.

Registration fees are being collected in other states and convictions have been common where their legality has been challenged. Ohio is a recent example. Wisconsin has a tax of 25c per colony; South Dakota has a stiff personal property tax, plus a 50c per colony tax on all non-resident beekeepers at the time of registration. North Dakota imposes a fee of 5c to 10c per colony depending upon the number of colonies. Comparing our 5c registration fee with the above it would appear that the Registration case which has been in our Courts

Industry Makers

William Whiting Cary

by Alymer Jones, ABJ Biographer

William Whiting Cary deserves a place among the illustrious beekeeping Industry Makers because of his work in propagating the Italian bee from the first successful importation of that race into America.

W. W. Cary, as he was known in the trade, was born in Colrain, Mass., a town near Greenfield, Mass., in February 1815. He was the fourth of eight children, and was a descendant of one of the Plymouth Pilgrims. His predecessors moved to Colrain during the Revolution. Colrain is now one of the lesser known western hill towns of Massachusetts, but at that time was the largest in population of any town in Franklin County. Crippled early in life, Cary took up beekeeping at the age of eighteen, and thus became one more of beedom's encouraging examples to the handicapped. His school—which he could not attend regularly—was the first school to fly the American flag. In 1838 he married, soon buying an interest in three or four wood-working shops. Later he gave up all but the one which became his manufactory for bee supplies. Life was hard for Cary: two children died followed by the death of his wife in 1842. He later remarried.

As time went on, Cary became a close student of bee behavior, and now the plot thickens. Colrain being near Greenfield, it was inevitable that he should meet Langstroth—or vice versa. His great intimacy with Langstroth did not develop, however, until after Langstroth's return to Greenfield from Philadelphia to write the "Hive and Honey Bee," being of course, after discovery of the bee space. In the third edition of "Hive and Honey Bee," (and probably in other editions) Langstroth refers to Cary no less than four times, quoting his methods and clearly indicating that he, Langstroth, regarded Cary as an authority of great stature. It is known that the great beekeeper and minister supplied the pulpit of a

church in Colrain and vacationed in that town. It is not strange then, that Cary was among the first to adopt the Langstroth hive.

At about this time great interest was being manifested in the Italian bee, which race, however, had not been seen in this country. Putting together data contained in Pellett's "History of American Beekeeping," Naile's "Life of Langstroth," Langstroth's own writings, and certain detailed information from the Cary family, the story of its advent here goes about like this: In 1855 Wagner and Jessup tried to import Italian queens but failed. In 1858, Wagner, Langstroth, and Colvin tried again without success. In 1859 one Mahan tried and succeeded but the queens are believed to have died later without progeny. In April 1860 an importation arranged by a botanist, Parsons, acting for the government, was successful to the extent of one queen—followed shortly by 2 live queens out of many. Langstroth rushed to Flushing, Long Island, to save these three queens and succeeded. After a precarious start, Langstroth had Parsons put Cary on the job., and Cary carried the project of breeding Italians through to a successful conclusion.

Up to this point, the difficulty in importing bees had been ignorance of the principles of packing the fragile insects and feeding them properly en route. Cary, with no precedent and but little other help than his own common sense, shipped 111 queens via the Isthmus of Panama to California. After a long and dangerous trip, 108 arrived alive and in good shape. For any age this is an achievement—in those days it was tremendous. For this alone, Cary deserves a niche in beedom's hall of fame.

Returning to Colrain, Cary continued with his chosen vocation. By late 1860, 300 of his colonies had been Italianized. By 1867, W. W. Cary



Biographer Jones

was among the first to advertise Italian queens for sale in the American Bee Journal. It is too bad we don't have some record of the exact methods used by him in rearing queens. It would be interesting to know, for instance, how Cary controlled the drone parentage in a country that lacked a quantity of Italian drones.

Time marched on and Cary's business, like so many beekeeping enterprises, became a family affair. W. W. Cary's son, W. W. Cary Jr., early became proficient in the art. The boy would take charge for long periods at the age of twelve. Father and son built up the largest bee supply business in New England, having 500 customers. They made and offered for sale the Cary hive, a shorter and deeper hive than the Langstroth. They developed an immense cider business reaching a volume of 600,000 gallons by 1914. Subsequent generations eventually abandoned the bee business for the cider business. Before this, though, a firm name had been adopted: W. W. Cary and Son. It gave as its address, Lyonsville, Mass., but Lyonsville is merely a village in the township of Colrain. Freight was by electric car. Strangely enough, the "son" of the firm was actually the grandson of W. W. Cary Sr. while the "W. W." was the junior of that name. Grandson Herbert Francis Cary also was able to take charge of the apiary at an early age—fourteen.

To briefly conclude the history of the Cary family and enterprise, Herbert had a sister Ethel—now living—whose husband, Earl Nichols took over the bee business while Herbert

continued the cider business. Only in 1958, the few remaining colonies were sold by Earl's and Ethel's son Raymond Nichols. Mrs. Nichols well remembers as a girl helping W. W. Cary Jr. her father, in the bee yard. Grandson Herbert Cary in turn had a son Harold, now Professor of History at the University of Massa-

chusetts, Amherst, Mass., who on July 18, 1948 presented an address at the Langstroth Memorial Services in Greenfield, Mass., on the history of W. W. Cary and his connection with L. L. Langstroth. It is due to the courtesy of this gentleman that much of the information herein is made available.

W. W. Cary died in 1884. His house and shop still stand—his memory lives. If ever a memorial is erected to his memory as it was in Langstroth's, a fitting citation would be: Beekeeper, Queenbreeder, Manufacturer
Generous, Hospitable, Successful
Bee Industry Maker



The Federation

Secretary Joseph O. Moffett
115 So. College Ave., Fort Collins, Colorado



Why a national association. Beekeepers sometimes ask why we have a national association. Some of the reasons are explained below.

Represent beekeeping to Congress and governmental agencies. Your Federation represents you on legislative matters. It also is your spokesman to the various government agencies pertaining to regulations, research, price support, and freight rates.

National convention. The Federation sponsors an annual convention. This brings the various segments of the industry together to discuss problems. New ideas and the latest research findings are presented. Such a convention is essential to the continued advancement of the bee industry.

Many other varied activities sponsored. The honey queen program, started in 1959, has gained much publicity for honey. The booth at the American Home Economists Convention presents honey to the profession which has the greatest influence of any group on America's eating habits.

The National Honey Show displays

honey to hundreds of thousands of fair-goers.

The Newsletter helps keep you informed of your Federation activities and tries to bring you helpful tips on beekeeping.

Group life insurance has been made available to our members. It is hoped that other forms of insurance will be available on a group basis in the near future.

Insurance policies will be delivered in near future. We have had several inquiries concerning the group life insurance policies. They should be sent to you in the near future. In the meantime, if you have paid your premium you are covered. Receipts of premium payment will be sent to policyholder if it is requested.

In the near future, we hope to announce the conditions under which insurance will be available to beekeepers who did not sign before May 1.

The growing Federation needs your support. We need additional financial support to continue to serve you. There has been a good increase in



membership and dues over last year. Yet we still have not made up for the ground lost when some big contributors discontinued their support.

Join your fellow beekeepers in the Federation and help advance the bee industry. Minimum dues are \$3.00 with a suggested rate of 4c a colony for beekeepers having over 75 colonies.

Competition For The Honey Market

Foreign publications are bemoaning the influx of honey into their European markets at prices which are far below their present market for native honey of their own particular countries, and are clamoring that duties be revised to cope with the situation and save beekeeping in those countries. Most of the complaint seems to come from imports of Mexican and Argentine honey.

On the other hand, writers in the Australian bee papers report that returns from honey exported to Europe

bring such low returns as to leave only a loss for Australian beekeepers. It is being urged to stand behind the Australian Executive Honey Council and urged that the home markets be exploited to the fullest extent.

Graze Of Germany

Announcement comes from Germany of the death of Chr. Graze of Endersbach. Mr. Graze was one of the oldest firms in bee supplies in the German State. His sons and daughters will carry on. Mr. Graze was 85.

City Laws

According to Milford Noon of Nogales, a member of the Southern Arizona Association, bees are feeling the sting of Tucson city laws and Pima County zoning requirements. In Phoenix and Los Angeles there is no restriction but Tucson laws require colonies to be spaced at certain distances, facing in a certain direction and suggest a certain number of bees to each hive. Why, it's almost easier to keep a cow there, says Noon. Ernest W. Fair
Boulder, Colo.

The Beginner and Novice

Editor - W. W. Clarke, Jr.
204 Agricultural Education Building
Pennsylvania State University
University Park, Penn.



•Question from—

C. H. Crews
Anderson, South Carolina

Will you please answer a question for a very confused beginner beekeeper.

I installed a 3 lb. package last spring with a hybrid queen, using the double frame brood chamber.

These bees increased in tremendous quantity and by early fall the hive was boiling over with bees.

When the state inspector checked them for me in the early fall he suggested we divide the colony as there were plenty of bees, brood and stores for two colonies.

We divided the colony, being sure we left the old queen in the old hive and giving the new hive a fresh young queen and plenty of brood, pollen and stores. After 5 or 6 days, I checked this new hive and found queen cells and no queen. We used the standard procedure for introducing the queen, letting the bees release her. I destroyed the queen cells and introduced another queen the same way and they also killed this queen and had started more queen cells. I tried to introduce four queens and finally gave up and let them raise a queen. The virgin queen mated and began laying soon after emerging and is apparently doing a fine job.

There was a mild honeyflow from aster and goldenrod at the time we divided the colony.

What I want to know is why these bees refused to accept a queen and whether the fact that the bees were raised from a hybrid queen had anything to do with it?

I would like to requeen my old colony this spring, but hesitate to tackle it after my experience with the colony last fall.

Answer:

I suppose your state inspector knows conditions in South Carolina and as a result suggested such a division, but we find in Pennsylvania that the only practical time to divide a colony is in the early spring if we expect to produce honey and have the bees winter well.

No one knows why a colony will sometimes refuse to accept a queen.

I suppose that the queen substance theory is a good way to explain it. I know very little about this theory but it makes interesting reading. I am sure the fact that the bees were raised from a hybrid queen had nothing to do with the poor acceptance.

It is my opinion that the easiest and safest way to introduce a queen is in a nuc or small hive either alone or over a double screen above a colony of bees. If the queen is introduced above a double screen over the colony, it is necessary only to remove the screen to get the queen into the colony.

I certainly would requeen next year. We prefer fall requeening, but the best rule is to requeen when you find a poor queen.

•Question from—

Robert Sheffield
Binghamton, New York

Examining my colonies yesterday (April 3) I found one dead with much soiling of the upper frames and combs indicating dysentery, Nosema, or some such condition.

This is my first experience with winter kill since I began keeping bees less than a year ago. What should I do with the soiled equipment? Will it infect healthy colonies if used in them?

There are at least forty pounds of good capped honey still in the hive. If I extracted this would it be considered fit for table use? What about uncapped honey?

There is a great deal of sawdust-like material on the bottom board with the dead bees. What is it?

How can I treat my overwintered colonies with Fumidil when they still have plenty of honey in combs and need no syrup?

Answer:

The best thing to do with soiled bee equipment is to clean it up as well as you can and then place it on a strong colony to finish the job. It should do no harm.

Both the uncapped and the capped honey should be fit for table use, although the uncapped may be higher in moisture which will increase its

chances for fermentation. I think the best use for both would be to start a new colony and use this honey as your source of food.

The sawdust and like material on the bottom board is probably a combination of crystallized honey and cappings which were removed from the sealed honey by the bees.

We have not found "Fumidil" very practical in this area for overwintered colonies. Package bee producers and queen breeders seem to find it does a good job. The directions for its use come with the container.

•Question from—

Dr. Jose M. Alea
Gibara, Cuba

I raise cut comb honey in shallow frames, and, since I am a beginner, I would appreciate it if you would answer the following questions about cutting, draining and packing the comb honey pieces.

Question No. 1.—What instrument can cut all at once the comb of the shallow frame into 24 portions (one inch by two and half inch pieces)?

Question No. 2.—I read: "The pieces of cut comb are drained on screened trays in a warm room for 24 hours, or they are placed in small screen baskets and drained by centrifugal force in an extractor." Will you please explain the more rapid plan, using screened trays, to drain the honey which runs off from the cut portions, and how to use an extractor, what form have the small screen baskets, etc.

Question No. 3.—I expect to pack the little pieces of comb in cellophane bags. Can you inform me about a

spring device which holds the bag open to put in the piece of comb honey?

Answer:

You are away ahead of me on cut comb honey production, at least in the equipment you would like to use.

1. I know of no piece of equipment which will cut out the 24 portions from a frame at one time. I suppose this could be done if a frame were made with wires crossing at the desired spacing; it may be possible to heat this electrically to speed the job.

2. Generally the pieces of cut comb are allowed to drain on trays made of screen wire; this seems to be the most practical. An extractor may be used. It could not be a radial extractor, but rather one which has baskets. I should think this must be done with great care and probably more labor.

3. Here again a device for holding open the cellophane bags would probably have to be home-made to fit the job, especially if only a small amount is being packed. I cannot find any information on such a device. Possibly some reader can help us with your problem.

●
***Question from—**

Perry Tourjee
San Angelo, California

I am a rank beginner and sideline. An article in the American Bee Journal mentioned cooperative honey marketing organizations, and I wonder how I could get the names and addresses of such organizations in California.

Answer:

I would suggest that you contact Dr. J. E. Eckert, Extension Apiarist, College of Agriculture, University of California, Davis, California.

I am sure he can tell you how to get in touch with a honey marketing cooperative in your area.

●
***Question from—**

Delbert Franz
Walton, Kansas

I have read your Beginner section in the Journal with interest. Here are a few questions:

1. What spacing could be used in the extracting super? Are eight frames to a ten frame super too widely spaced?

2. Is reversing the two story brood chamber every two weeks of any help in increasing honey production?

This is my fourth year in beekeeping and there are still a lot of things to learn before I could call myself experienced.

Answer:

In our area we usually use 9 frames in a 10 frame extracting super. We get more uniform comb than if we use 8 frames. We do not like to use 10 frames since the combs will be thin and more difficult to uncap. If your honeyflow is fairly heavy and steady, 8 frames may be satisfactory. I would try both and then use the one that suits your needs. There is likely to be more brace comb when you use fewer frames.

I think reversing the hive bodies two or three times in early April when the weather is fairly warm has some merit. The main reason for reversing them is to keep the queen using all the combs rather than just those in the top hive body.

●
***Question from—**

Fred R. Chapman
Princess Anne, Virginia

I have several colonies of bees and would like to increase the number of colonies as economically as possible with a minimum loss of honey production.

I plan to divide my existing colonies by removing a comb of brood containing at least one ripe queen cell and placing the comb into a new hive with three or four additional combs of brood taken at random from several other colonies. Of course, the division would have to be made when a queen cell is available, probably in early spring.

1. Is this method of division considered satisfactory?

2. Would the bees in the new hive readily unite with each other, raise and accept the virgin queen?

3. In order to quickly build up the population of bees in the new hive, would it be advisable to place it at an old location of a strong hive, moving the original hive to a new location?

4. Would this method of division be equally satisfactory when a queen cell is not available, but utilizing instead, eggs or newly hatched larva from which a queen would be raised? If so, when would be the best time of the year to accomplish such divisions?

Answer:

I think your method of division would be satisfactory.

The bees will usually unite very nicely and I can see no reason why they would not accept the new queen.

You can also build up the population of field bees in the division by exchanging locations with a good strong colony.

It would not be as satisfactory to use eggs rather than a queen cell, but no system will work as well as using a new mated queen.

I think that you will build better colonies more quickly and in the long run more economically by using only mated queens when making divisions. Too much time is wasted in waiting for the queen to emerge and then beginning to lay when a queen cell or eggs alone are used in the division.

We make our divisions at about the time of fruit bloom which is early May. The colony then has 4-5 weeks to build up before the main honeyflow. A little earlier might be better. I suspect it could be done when locust or even maple bloom if it is a crop of honey you want. This, of course, is dependent upon the weather and the strength of the division.

●
***Question from—**

Frank A. Bernier
Kalamazoo, Michigan

I have been reading ABJ since before my subscription began and I want to say it is wonderful. I cannot thank you enough for so fine a publication. I read it from cover to cover, including the advertisements.

Being a new comer to beekeeping I have dozens of questions. One of the main ones however is this. What is the benefit or the hindrance of two openings in a hive? What if one is on a different side?

Answer:

I imagine that you are referring to an upper entrance. We recommend such an entrance in Pennsylvania and I suspect it should work well in Michigan.

The entrance should be in the front of the hive, either in the second story or under the lid. I personally use a 1/2" auger hole drilled just to one side of the hand hold.

The upper entrance serves several purposes:

1. It is an emergency flight hole in case the bottom entrance should become clogged with dead bees or ice.

2. It helps eliminate excess moisture from the hive. Many experts claim moisture as one of the biggest problems in wintering.

3. It seems to me that bees fly at a slightly lower temperature from the upper entrance. This helps with cleaning flights in early spring.

I think it is advisable to close this upper entrance in the spring before the honeyflow begins, probably in late April. It may be closed with a cork or stuffed with a piece of cloth.



Meetings and Events



Kenneth Farmer, Flint, Michigan, furnished this picture of the National Honey Show, in connection with the Michigan State Fair, in Sept., 1959. Kay Seidelman of Ionia, Mich., was the American Honey Queen. Walter E. Becker, 10426 Wyoming Ave., Detroit 4, is superintendent of the apiaery division of the State Fair and also of the National Honey Show. The 1960 Show will again be held at the Michigan Fair. Write to Walter Becker for entry applications.

National Honey Show at Michigan State Fair, September 2-11

National Honey Show
at Michigan State Fair
September 2-11

For the second consecutive year the American Beekeeping Federation has chosen the Michigan State Fair to host the annual National Honey Show.

The 1960 competition will be held in Detroit, Michigan, September 2 through 11, at the State Fair.

Walter E. Becker, Detroit, treasurer of the Wayne County Beekeeping Association and superintendent of the Michigan State Fair Apiaery Department, has again been chosen chairman of the National Show. Assisting him will be John Herr of Detroit, and Becker's assistant superintendent at the Michigan State Fair.

Michigan exhibitors won seven of the 10 trophies awarded at the seventh American Honey Show at the 1959 Michigan State Fair. But, the sweepstakes trophy for the most out-

standing entry was awarded to Eugene Killion of Paris, Illinois, for his comb honey exhibit. The competition included 130 entries from 12 states.

Michigan winners were: Walter Beerbaum of Taylor, for the best white clover extracted and the best granulated honey; A. W. Gubert, Inkster, white extracted, golden extracted honey and beeswax; Henry Saeger, holly, amber extracted honey; and Mrs. George Seidelman, Ionia, best honey used in making of candy and cookies.

Those from other states who won awards were: Helen's Apiaries, Welch, Minn., best dark extracted honey; Eugene Killion, Paris, Illinois, best comb honey; and Smitty's Apiary, Deland, Illinois, best chunk honey.

Dick Frederick
Free Press Bld.
Detroit

Virginia State Picnic Lynchburg, July 23rd

The Virginia State Beekeepers Summer Picnic will be held in Lynchburg at The Miller Park. This will be a basket picnic. All beekeepers are asked to come and hear some good speaking on the care of bees, the packing and sale of honey. Bring your best pack of honey, for there will be prizes given for the best pack.

Time Saturday, July 23, 10:00 A.M. to 3:00 P.M.

Henry W. Weatherford, Sec.

Iowa Beekeepers Summer Meeting Sioux City, Iowa

Wally's Bee Enterprise—Host

Saturday, July 9

9:30—Registration at Wally's Bee Enterprise, 1909 East Fourth Street, Sioux City, Iowa. Coffee and doughnuts.

10:30—"Royal Jelly Research" by Kenneth Shearon, Jefferson, South Dakota. This exhibit has won several first place honors at various college science fairs.

11:00—Demonstration of equipment.

12:00—Pot-luck dinner at Riverside Park, Highway 77, Sioux City, Iowa. Coffee and iced tea furnished.

1:30—"Control of Sweet Clover Weevil" by Dr. Robert Walstrom, Brookings State College, Brookings, South Dakota.

2:00—"Honey Marketing" by Mr. Larry Schuetz, Sioux Honey Association.

2:30—Subject to be announced—Mr. F. B. Paddock.

Plan now to attend this meeting and bring another beekeeper with you. An invitation has been extended to the Nebraska and South Dakota beekeepers to attend this summer meeting.

Massachusetts Middlesex County July 20

Lexington Road, Concord

Our outdoor meetings continue at the home and apiary of Mr. Alfred Baptiste, Lexington Road, Concord, at 2:00 P.M. At this time Mr. Baptiste's apiary will be inspected and the development of the club hive watched. Beginners are especially invited, as Mr. Baptiste has a large

apiary, offering opportunities for many questions. After the business meeting, members and friends will enjoy their picnic suppers with coffee and ice cream furnished by the Club.

Betty Carlson
Corres. Sec.

Empire State Honey Producers Hunter, New York, August 20th

The Annual summer meeting of the Empire State Honey Producers' Association will be held at the home of Paul Traphagen, Hunter, New York, Saturday, August 20th.

Principal speaker will be Dr. D. C. Jarvis, of Barre, Vermont, author of "Vermont Folk Medicine."

Luncheon will be served at a nominal cost.

All beekeepers and their families are invited to attend.

Mary Carey Tripp
Secretary

Ohio State and Columbiana County Salem, July 30-31

The Ohio State Association. Host—Columbiana County Assn. C.I.O. Hall Prospect St., Salem, Ohio. (Off Route 9, Columbiana County Beekeepers' Assn. will put up signs to direct people to Hall).

Theme—*Color In Beekeeping.*

Daylight

Saving Time.

Saturday, July 30th, 1960

9:00 A.M.—Registration.

10:00 A.M.—Meeting Called to Order.

Welcome — Richard Howenstine, President Columbiana County Beekeepers' Assn.

Response — Don Cooke, President Ohio State Beekeepers' Assn.

Demonstration — by youth group. Russell Lamocha, Charles Reese and Clarence Seachrist.

12:00 Noon—Lunch.

Drawing of door prizes.

1:30 P.M. — Production of Comb Honey—George Rehman.

Color as it Relates to Beekeeping—Panel, Moderator, John Root, Associate Editor, *Gleanings in Bee Culture*.

Marketing—Austin Ezzell, Extension Specialist Food Merchandising, O.S.U.

Selecting Apiary Sites—Dr. Winston Dunham, O.S.U.

5:00 P.M.—Adjourn.

6:30 P.M.—Banquet—C.I.O. Hall — (Served by Perry Grange).

M. C.—Max Gard, Columbiana County Commissioner.

Welcome—The Honorable Dean Cramer, Mayor of Salem, O.

Speaker—Eldon R. Groves, Editor of *Farm and Dairy*.

Entertainment by Columbiana County Beekeepers' Assn.

Drawing of door prizes.

Sunday, July 31st, 1960

A.M.—Church of own choice.

1:00 P.M. — Colorful Pictures — Charles Reese.

Honey Processing for Small Beekeepers—Dr. Edwin J. Anderson, Penn State University.

Colorful Characters in Beekeeping —Jack Deyell.

To be Announced.

4:00 P.M.—Final Drawing of Door Prizes.

Midwestern

Gladstone, Mo., July 10th

The Midwestern Association will hold its regular monthly meeting at the home of Mr. & Mrs. C. L. Barret, 2:30 P.M. Saturday, July 10, 1960. The address is 200 E. 73rd St. N. Take Hi-Way north from North Kansas City, Mo. to Gladstone, Mo.

The subject will be Extracting and Marketing.

Refreshments will be served. Please attend.

James A. Worrel
Secretary

Southeast Kansas Picnic Farlington, Kansas, July 17

The Southeast Kansas Association's annual picnic will be at Kansas State Park and Lake at Farlington, Sunday, July 17th at noon with a basket lunch followed by a short program.

R. S. Snare

Massachusetts Summer Meeting Waltham, August 6th

The Annual Summer Beekeepers Meeting sponsored by the Department of Entomology and Plant Pathology of the College of Agriculture, University of Massachusetts and by the Massachusetts Federation of Beekeepers' Associations will be held August 6, at the Field Station in Waltham, Massachusetts.

Although all details of the meeting have not been worked out, an interesting and informative program will be presented. All beekeepers are urged to attend. The program will start at 10 A.M. and continue until 4 P.M. Facilities will be present for those desiring to bring their lunches.

Tennessee Summer Meetings

There will be three regional meetings held in Tennessee this summer, beginning Friday, August 5 at Fountain City, a suburb of Knoxville in East Tennessee.

Following on August 6 is the Middle Tennessee meeting at the Agriculture Center at Brentwood, near Nashville, Tennessee.

On August 7, West Tennessee meeting will be at the Shelby County Penal Farm off Highway 70, near Memphis, Tennessee.

Speakers for the programs have not been confirmed but there will be much of interest to beekeepers attending the meetings. Each one will be an all-day affair with "dinner-on-the grounds."

L. H. Little.

Washington State Picnic Lake Tipso, August 6th

The Washington State Association summer picnic will be at Lake Tipso on Saturday, August 6th. Mrs. E. B. Purchase
Secretary

Connecticut Association Essex, July 30th

The Connecticut Association will hold its summer meeting on July 30th beginning at 10 a.m. at the home of Frank Boyle, River Road, Essex. Lunch is to be picnic basket style. The program will consist of reports of the Eastern Apicultural Society meeting at Rutgers University. There will also be several fun contests. Beekeepers and their friends will be welcome. Be sure to bring your smoker because you may need it.

Philemon J. Hewitt, Jr.
Publicity Chairman

Northeastern Kansas Perry, July 3rd

The Northeastern Kansas Association will meet Sunday, July 3rd, at the home of Mr. and Mrs. Charles Wright, Perry, Kansas. A dinner, free to all who attend, will be served at 1 p.m., before the regular order of the meeting which begins at 2:30 p.m. To reach the Wright home turn south from Highway 24 in Perry, just west of the elevator, to the first house south of the tracks. Anyone interested in bees and bee culture is welcome.

R. F. Furguson
Editor

Next International Congress In Madrid

According to the "Bee World" the next International Congress for beekeepers will be in Madrid, Spain, Oct. 3 to 7, 1961. A. G. de Vinusa of Los Navalucillos, Toledo, Spain is in charge of the arrangements for the meeting.

New Superior Plant at Fresno

Superior Honey Company announces the opening of its newest plant in Fresno, Calif.

As of June 1st Superior Honey Co. has opened another plant in an effort to better serve the beekeepers of the West. The newest facility is located at 1910 So. Third in Fresno, California—in quarters formerly occupied, for the past many years, by the Miner Honey Co.

In addition to carrying a full line

of beekeepers' supplies including containers, Superior Honey Co. expects to set up a packing operation, thereby providing a more accessible outlet for honey to the many beekeepers in the San Joaquin and Sacramento valleys—and especially to those who have been accustomed to marketing their crop through Mr. A. R. Miner. Beeswax will also be purchased.

Mr. A. R. Miner will be working with Superior Honey Co. and will welcome the opportunity to again visit

with his many friends.

Superior Honey Co. has also recently obtained the services of Mr. George Eilers, who was the former owner and operator of Lush's Luscious Honey in Orange, California. Mr. Eilers is now Plant Superintendent in Superior Honey Company's South Gate, Calif. location, assisting Mr. Ralph Stone who has taken over general plant responsibilities for Superior in their California and Arizona operations.

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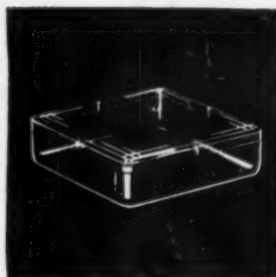
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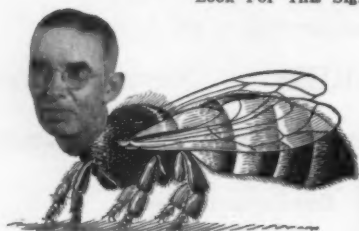
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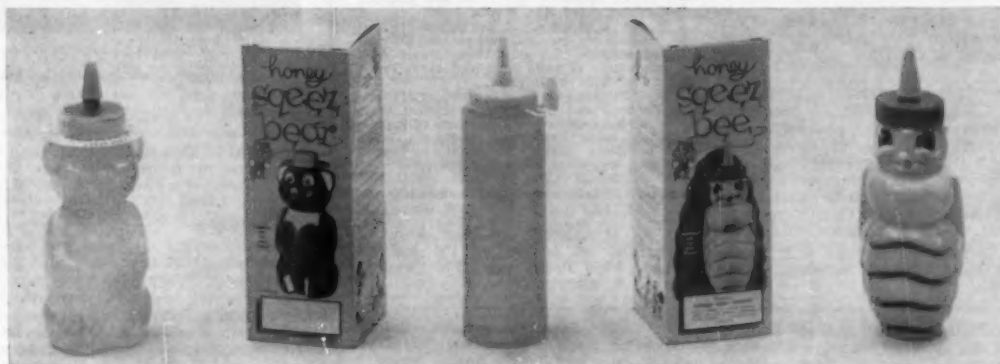
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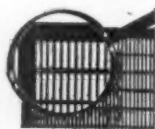
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by M. G. Dadant

CROP SO FAR

Naturally in all northern areas the crop is not yet started, that is the main crop. The early booster stimulants have been somewhat hindered by the weather but on the other hand the heavy growth has been an inducement for good flowering.

In the southern areas, we believe we can say safely, all are better than a year ago. This includes the Carolinas, Georgia, Florida and across to Louisiana and Texas. Florida particularly has had a fine orange flow and this has been followed by the later flows so they will probably have 25% more honey than a year ago. Georgia will undoubtedly have more and a Louisiana reporter states the crop three times as large. In Texas the crop probably will be 20% higher than it was a year ago. In Arkansas it will depend entirely on the later flows as the earlier flows have been very much hindered by rain. In California, however, there is nothing like the booming crop of last year and as a consequence there probably will not be the honey to throw on the market or to in any way depress the markets ahead of the general harvest in the eastern sections of the country. The orange flow was perhaps up to expectations but white sage failed badly as did many of the other desert plants on account of the drought. The irrigated sections, of course, should run about as last year but the total California crop will be far short. It will probably be somewhere near or a little less than an average but far short of the big crop of 1959.

THE BEES

Throughout most of the country, bees came rapidly forward after a very hard winter. The losses were heavy so it is very doubtful whether all bees could be worked to make up losses and it is doubtful whether package bees were ordered in sufficient quantities to make up the losses.

There was considerable spring dwindling where bees were not carefully watched but on the whole at the time this is written, June 20, bees throughout all sections should be in good normal condition although Montana, Idaho and some sections of the Appalachians are complaining that

bees have not moved forward as well as they should. This also holds true probably for Nevada and Utah. Our western province friends in Canada also are complaining. Ontario and Quebec seem to be in excellent condition as to their bees and British Columbia about average.

MOISTURE AND HONEY PLANTS

We have undoubtedly far better conditions than a year ago. Where there is drought then there is some difficulty of shortage on account of the drought and short honey plants. This refers particularly to Wyoming, Montana, Nevada, Utah and some sections in Oregon and Washington.

Surprisingly enough, with all the moisture in central areas, there does not seem to be sufficient irrigation water to make the beekeepers in the mountainous sections happy about the possibility of having full irrigation.

On the whole, however, moisture and plant conditions are excellent and particularly fine in Kansas, Nebraska and those states lying to the east. The main difficulty has been that there has been too much rain so that it interfered along with the cool weather with the gathering of the early Dutch white clover, the locust and other crops which have come during the late May and early June. On the whole, however, it depends entirely on how the weather breaks from this day (June 20) on. With the right kind of weather and only an occasional rain, the bees might still "go to town" in all the sweet clover and white clover areas of the Central West and into the East. This also applies to southern areas which now only have to hope for the right kind of weather to continue with their good crops.

CROP COMPARED TO 1959

We have suggested above about what the conditions are, compared to 1959. There is more honey in Georgia, Florida and the Southern States clear into Texas than there was a year ago but not any abundant amount especially as there seems to have been calls immediately for white honey, the

old crop having been completely exhausted except some amber.

In California some orange was immediately gobbled up at the start although packers are now waiting to see what the conditions are before loading up very heavily. The foreign demand not too good.

HONEY LEFT

Outside of some amber grades, we can say definitely there is practically no honey left throughout the country and this has had a tendency to boost the prices. We learn of some carload shipments going as high as 14 cents to 15 cents f.o.b. producer's point. This is quite a nice advance over a year ago and on account of the fact that California is not going to have a very heavy crop for distribution outside of the state, we do not look for any slump backwards providing, of course, the producers in the central areas do not get excited should they happen to have something like a more than normal crop.

Amber has not been on the increase that other grades have but on the whole there is a decided stiffening of the markets and we hope there will be a decided effort on the part of the producer to hold his stocks reasonably so the market can be allowed to adjust itself. We are quite sure that packers are not very heavy in stocks. In fact, we would state that they are extremely low in amount of honey they have on hand for the beginning of the new packing year.

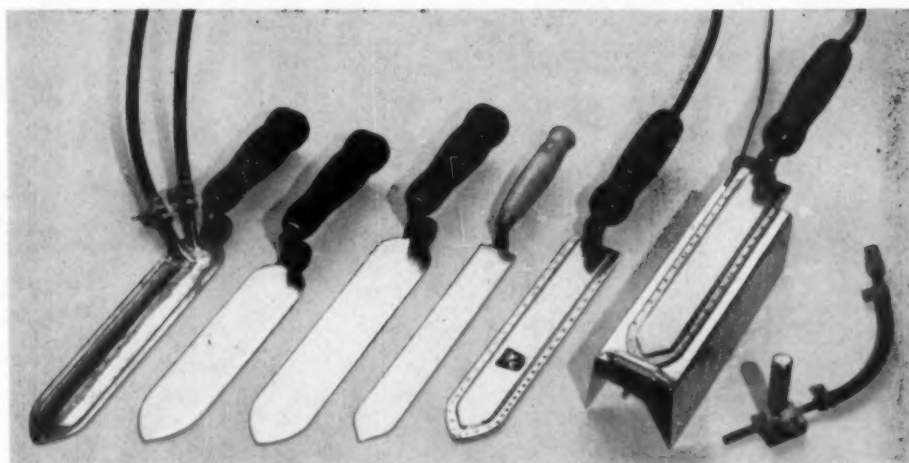
Now this does not apply particularly to Ontario where we understand there are some four million pounds of honey left from last year. This may be a slight deterrent to advances in price and may be the means of reducing somewhat the very advantageous market that some northern United States honey has had by trekking over into Canada.

CONCLUSIONS

In most sections it depends entirely on what happens in the weather between this date and September 1. In the Dutch white clover areas and even the sweet clover areas, the weather has to turn bright and clear and allow the nectar to secrete sufficiently so that the bees can take advantage of it.

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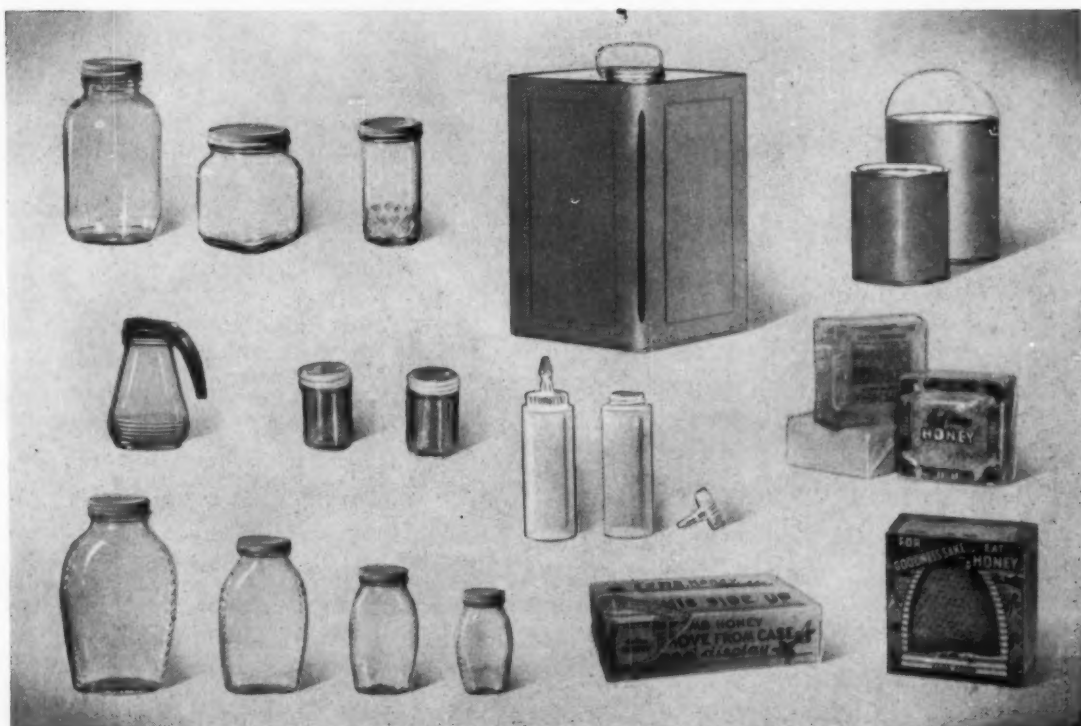
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